

LIFE

COED COLLEGE
VS.
GIRLS' COLLEGE

12 PAGES IN COLOR



JANE STONE
OF MISSOURI

MAY 9, 1949

20

CENTS

YEARLY SUBSCRIPTION \$6.00



New Parker "51" gift set in rich presentation case. Regular size or smaller demi-size... 7 colors and black. Lustraloy or gold-filled caps. \$19.75 and up.

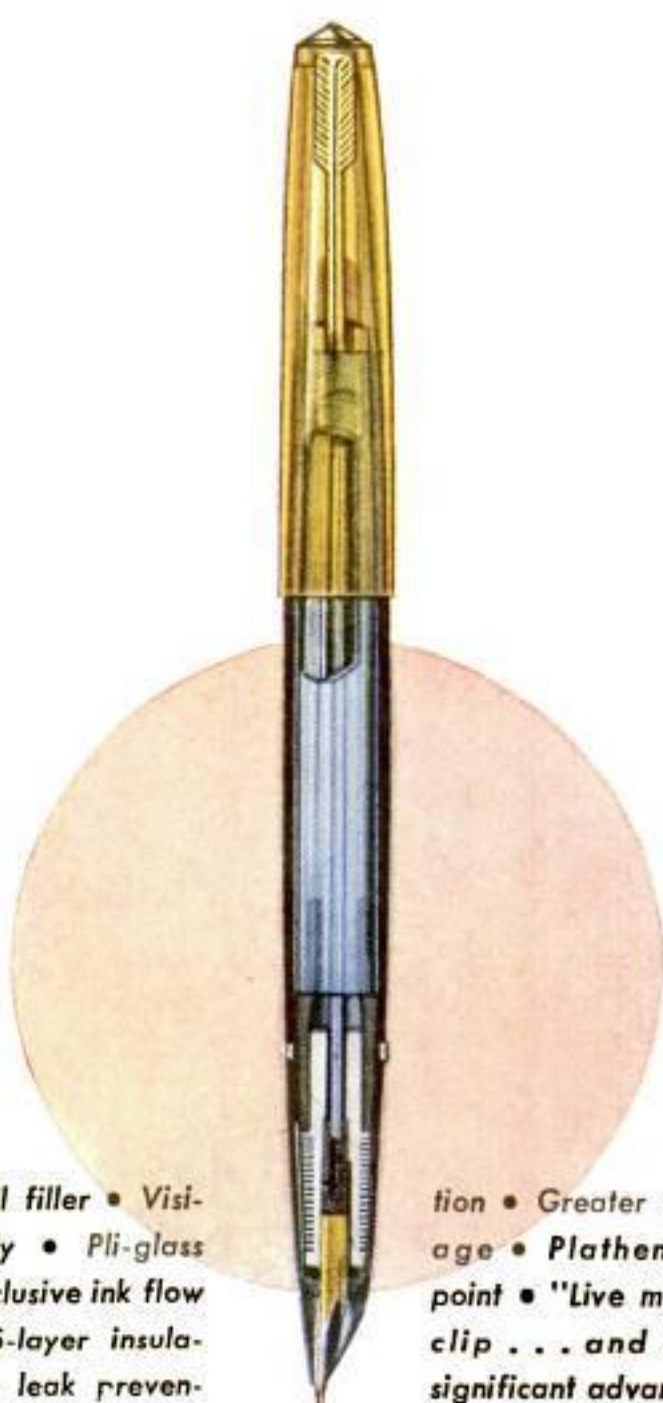
Perfect gift for the one who "has everything"

(INCLUDING THE EARLIER "51")

new

Parker

"51"



NEW—Foto-fill filler • Visible ink supply • Pli-glass reservoir • Exclusive ink flow governor • 5-layer insulation • Hi-flite leak preven-

tion • Greater writing mileage • Plathenium-tipped point • "Live metal" pocket clip... and five other significant advances.

So new that only a few have it! During this gift season, second only to Christmas, you can be one of the first to give the newest—New Parker "51".

● Improving on perfection, the New "51" gift pen is sure of an excited welcome anywhere. For never has writing been made so easy.

14 distinct advances add new beauty, new precision. The ink flow is specially metered to match every writing pace with a flawless line.

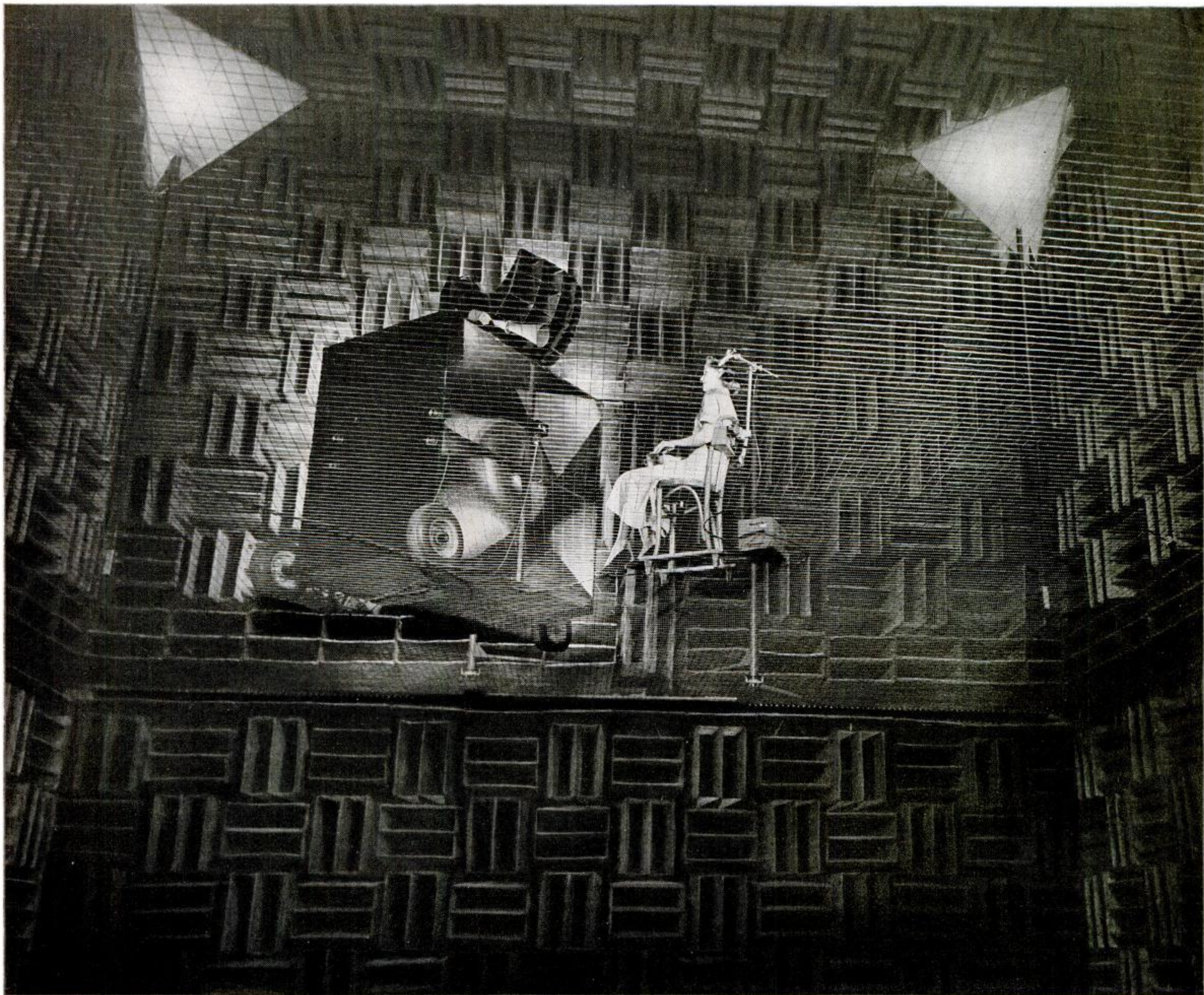
There's a new, exclusive filler that's simpler and faster. The ink supply is bigger—and *visible*. A special device protects New "51" against leaking—even in the highest plane.

But to know *all*, try this new pen today. And make your next gift the one of *lasting* perfection—New Parker "51". It's offered in 7 smart new colors and black, a variety of caps, custom points.

Give the matching New "51" Pencil, too. Sets, \$19.75 up. Pens, \$13.50 up. Pencils, \$6.75 up. Standard "51" models also available, \$12.50 up. The Parker Pen Company, Janesville, Wis., U. S. A.; Toronto, Can.

World's most wanted pen... writes dry with wet ink!

Copr. 1949 by The Parker Pen Company



Your ear is our customer

WHAT DOES SHE HEAR UP THERE IN THE AIR? . . . *The young lady is suspended on a steel netting in a soundproofed room at Bell Telephone Laboratories. From the loudspeakers in front of her come sounds differing in frequency and intensity. She seeks to tell one from another, recording her judgment by pressing a switch. Meanwhile, as a check on what happens within her ear, electrical measurements of the same sounds are made by picking them up through a small tube just inside the ear canal. Tests like this on many people help build easier listening into your telephone system.*

ONE of the big jobs of Bell Laboratories is to make it possible for you to hear clearly and without strain when you use the telephone.

So Bell Laboratories scientists study what happens *inside* as well as *outside* your ear when you hear. For sound changes the

minute it enters the ear, and measurements made even an inch away won't do.

By learning *what happens when you hear*, Bell Laboratories make familiar voices easy to identify by telephone. This is just one part of their continuing effort to make service better and to keep it low in cost.

BELL TELEPHONE LABORATORIES—A great research organization, working to bring you the best possible telephone service at the lowest possible cost.

BELL TELEPHONE SYSTEM



This One



16FW-9KX-3D2U



DAYLIGHT TELEVISION

PERFORMANCE ENGINEERED
AT ELECTRONICS PARK



Greater eye comfort
at least 80% BRIGHTER!

It's here! Extra bright! At least 80% brighter than ordinary television under the same conditions. The new kind of television you can view at its best in a normally lighted room—as eye specialists recommend! G-E Daylight Television combines peak picture enjoyment with greater eye comfort. See Model 806. Big 10" tube. Simplified tuning. Compact, mahogany veneered cabinet, only 13½" wide—no special table needed! **\$279.95***

In modern blond oak—Model 807—only \$289.95*

*Plus tax, installation extra. Slightly higher West and South—subject to change without notice.

*Only \$239.95**

—and it's G-E!

New! Big 10" tube! Small 11½" wide cabinet! So compact it fits anywhere. Long range. Easy tuning. Smart rosewood plastic cabinet. See Model 805.



You can put your confidence in—
GENERAL  ELECTRIC

LIFE'S REPORTS



ADOLF HENNECKE addresses a meeting. Sign says his movement is "a strong weapon in the class war."

SPEEDY ADOLF

Germany's Soviet zone gets a Stakhanov too
by **RICHARD HANSER**

Until a peculiar brand of Soviet lightning struck him, Adolf Hennecke was a totally obscure German miner who had drudged away 26 years grubbing for coal in the same colliery at Zwickau in Saxony. A dour, thin-lipped, balding man, he had done little in all that time to distinguish himself in the pits, and his chances of ever becoming celebrated above ground seemed nil.

Today, however, Adolf Hennecke is the most widely publicized and hotly disputed private citizen in Occupied Germany, a major figure in the clash of ideologies dividing the country. Speak the name "Hennecke" with admiration and you proclaim yourself a partisan of the Russians and their program; mock and revile it, and you thereby advertise your opposition. A joke about him, in the wrong part of Germany, may lead to a jail cell.

The overnight apotheosis of Adolf Hennecke occurred last October when deafening fanfares in the press of the Soviet zone announced that he had, singlehanded, dug and loaded 24.4 cubic meters of coal in one eight-hour shift, a 380% increase over his daily quota and 200% more than the previous record at the mine. "The exemplary achievement of the pitman Hennecke,"

CONTINUED ON PAGE 4

Gives hair that



"just-combed" look



all day long!

'Vaseline' Cream Hair Tonic is the **ONLY** hair tonic which contains new, wonder-working **VIRATOL**. This special compound helps make your hair **LOOK** natural, **FEEL** natural . . . stay in place **HOURS LONGER**.

Just rub a little 'Vaseline' **CREAM** Hair Tonic on your hair each morning . . . then **COMB** it and **FORGET** it! 'Vaseline' Cream Hair Tonic is good for your **SCALP**, too. Contains Triple-A **LANOLIN** . . . checks loose **DANDRUFF**. Try a bottle today! Satisfaction guaranteed or your money back.



Tops in entertainment:
DR. CHRISTIAN, starring **JEAN HERSHOLT**, on CBS, Wednesday nights; **LITTLE HERMAN**, new mystery show, Saturday nights, on ABC.
VASELINE is the registered trade mark of the
Chesebrough Mfg. Co., Cons'd



No more broken-up Beethoven

Enjoy the world's greatest music without interruption on Columbia (Lp) Records

Hear music as the composer wrote it! Uninterrupted! Each movement complete . . . without a single pause not planned by the composer himself. Up to 50 minutes of music on 2 sides of a single Columbia Long Playing Microgroove Record! Up to 4 hours of continuous music on automatic changers! Just as important is the wonderful Columbia LP tone quality! An advance made possible by new Microgroove recording techniques . . . noiseless nonbreakable surfaces . . . and "professional" 33 $\frac{1}{3}$ rpm speed!

Great music has been recorded at Columbia on original masters of full range and undistorted quality *since 1939*. This foresight not only gives you America's largest catalog of high fidelity recordings, but it means sensational savings as well.

Now available on LP . . . America's largest catalog of high fidelity recordings

Featuring the world's great orchestras, conductors, and soloists . . . Complete Operas, Symphonies, Concerti, Musical Comedy Scores, Popular Music and Children's Records.

Make sure your new radio-phonograph plays LP records

These manufacturers and many others now offer Combinations and Players for both LP and Conventional Records! Admiral • Andrea • Ansley • Bendix • Capehart • Crosley • DuMont • Fisher • Freed-Eisemann • Garod • General Electric • Magnavox • Micro-Verter • Motorola • Philco • Scott • Stewart-Warner • Stromberg-Carlson • V-M • Webster-Chicago • Westinghouse • Zenith

Hear LP records demonstrated at your dealer today

COLUMBIA
(Lp) MICROGROOVE
RECORDS



(Lp) the Ultimate in Recorded Music . . .
the finest phonograph record
ever manufactured

"Columbia," "Masterworks" and (Lp) Trade Marks Reg. U. S. Pat. Off. Marcos Registradas (Lp) Trade Mark

She guards her glamour!



Safe-and-sure deodorant ends perspiration troubles!

1. **ETIQUET** actually ends under-arm perspiration odor—safely—surely!
2. **ETIQUET**—made by specially patented formula—really checks under-arm perspiration!
3. **FLUFFY-LIGHT AND SOOTHING**—Etiquet goes on easily—disappears in a jiffy! No gritty particles!
4. **NO DAMAGE TO CLOTHING** when you use Etiquet—famous cloth-test proves!
5. **MORE ECONOMICAL TO BUY**—Etiquet won't dry out in the jar! Four sizes, 10¢ to 59¢, plus tax.

PRODUCT OF LEHN & FINK

Etiquet

THE SAFE-AND-SURE DEODORANT



ALEXEI STAKHANOV mined 14 times his quota of coal in 1933, gave the Soviet speed-up system its name.

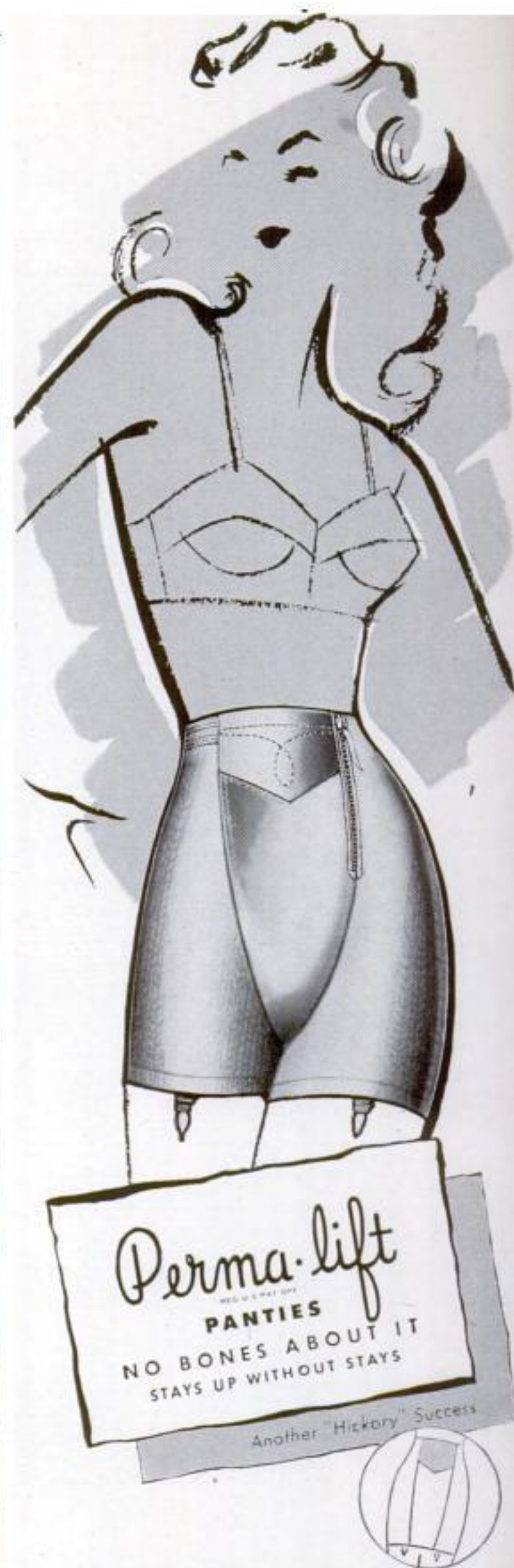
LIFE'S REPORTS CONTINUED

cried the newspapers, "sets a record for productivity unexampled in German mining and will doubtless play a mighty role in the future work of reconstruction in the Soviet zone of Germany."

This prophecy proved to be accurate. From that moment on, Hennecke was no longer merely an energetic miner but a symbol. The Russian administration conducted him in triumph to Berlin to address the Communist-led People's Council. Full-page pictures of him blossomed in all the illustrated magazines. Interviews played up his modest insistence that he had done nothing unusual, that no special exertion or equipment had been required and that, in fact, anybody could do the same. It soon became clear that this was precisely the point of the propaganda based on his achievement: everybody was expected to do the same. Hennecke's individual feat was pumped up into a grandiose "movement," the "*Hennecke-Bewegung*," which swept across the Soviet zone in a surge of rallies, placards, oratory and slogans. Newspapers were suddenly studded with accounts of "Hennecke shifts" achieved by single workers, groups and whole enterprises, all inspired by the example of the simple miner from Zwickau.

"Activists"—the Communist word for eager-beaver workers—cropped up everywhere in the zone. Erika Kalz, a seamstress, surpassed her quota by 527.5%. Wille Böttcher, a molder in a Thuringian metalworks, achieved a 339% increase. Lieselotte Zapoli set a record by sorting 3,000 letters in one hour at the post office in Erfurt. Two men and one woman at the Siemens plant in Lichtenberg, working as *Dreigespann* (literally a team of three horses), boosted their output by 330%. Furnace No. 2 at the Henningsdorf Steel Mill, in a special Hennecke shift, produced 6.4 tons instead of the usual 4.5.

CONTINUED ON PAGE 6



For a Vibrant
Lovelier You

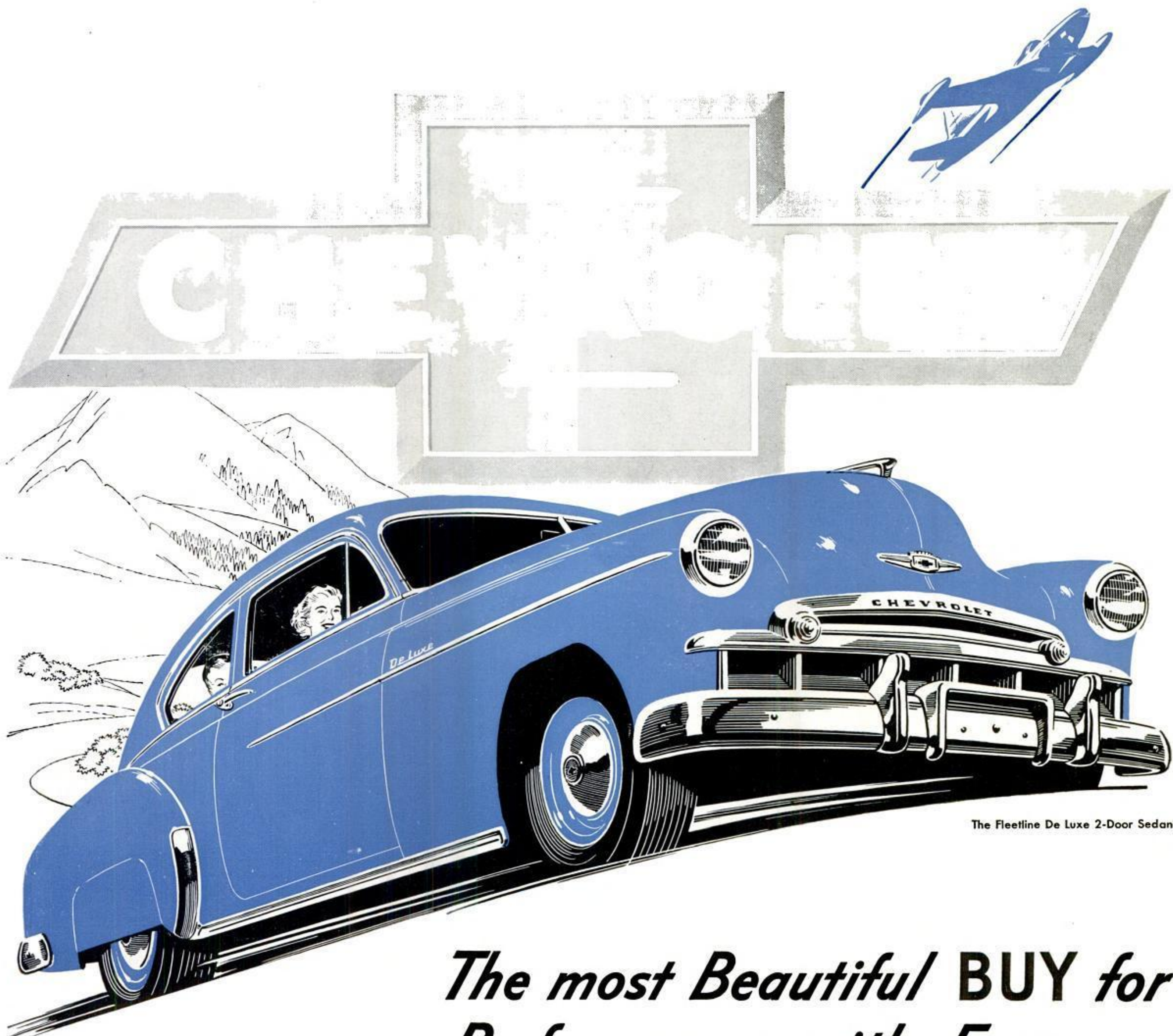
No BONES ABOUT IT

Stays up without stays

There's a "Perma-lift"* Pantie designed just for you—the comfortable pantie preferred by millions of smartly styled women. The exclusive magic inset designed in the front panel is your guarantee that your "Perma-lift" Pantie won't roll over, won't wrinkle, won't bind, yet it stays up without stays. Be expertly fitted at your favorite corset department. Buy and try a "Perma-lift" Pantie today—\$5.00 to \$8.50.

Enjoy a "Perma-lift" Bra—America's favorite bra with "The Lift that never lets you down." Price—\$1.50 to \$3.50

*"Perma-lift" and "Hickory" are trademarks of A. Stein & Company (Reg. U. S. Pat. Off.)



The Fleetline De Luxe 2-Door Sedan

The most Beautiful BUY for Performance with Economy

After all, *performance is the pay-off*, and everyone knows you get split-second getaway, thrilling acceleration and outstanding hill-climbing ability in this new Chevrolet for '49, and pay *a lot less money* for gas, oil and upkeep, as well!

It's the most beautiful buy of all for performance with economy . . . the only low-priced car with a Valve-in-Head Engine of the type now being adopted by maker after maker of higher-priced cars . . . a world's champion Valve-in-Head Engine holding all records for miles served, owners satisfied, and years tested and proved.

That's one reason why people have made Chevrolet America's first-choice car for the

total 18-year period, 1931 to date, and there are other reasons of equal importance to you as a car buyer.

You'll also find this new Chevrolet is the most beautiful buy for styling, for driving and riding ease, and for all-round safety . . . because it alone combines such valuable features of higher-priced cars as Body by Fisher, new Center-Point Design, including Center-Point Steering and Center-Point Seating, and safety plate glass in all windows—all at lowest cost.

Yes, to own this car is to have the most beautiful buy of all, from *every* point of view and on *every* point of value!

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

FIRST FOR QUALITY AT LOWEST COST

PEOPLE WHO MUST **HEAR** INSIST ON "EVEREADY" BATTERIES!

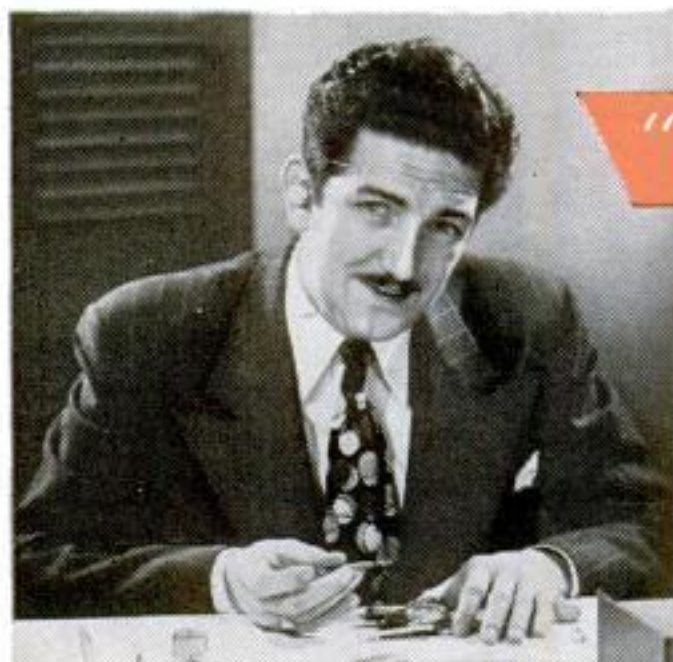
"Every Inflection Counts..."

says Ralph Cohn, well-known producer of television programs, "so I have to catch them all! What's more I use my hearing aid 16 hours a day, and with this great new 1005E 'A' battery, I've had as much as 8½ days' service!"



"Hearing is My Business..."

says Harry A. Taylor, Jr., who is a hearing-aid repairman by trade. "I use 'Eveready' 'B' batteries in my own hearing aid because their exclusive flat cell construction does away with waste space... provides longer life."



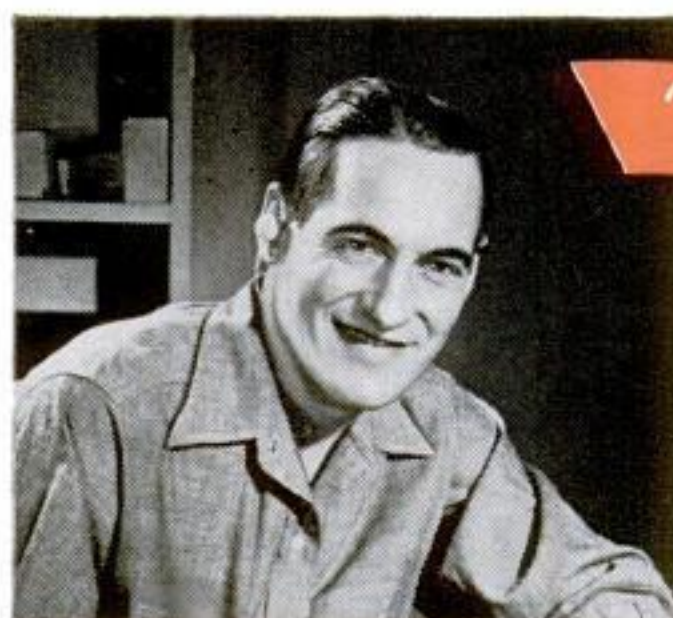
"My Boss is Patient—But..."

Secretary Gertrude Vion knows that she must hear everything her boss says. That's why she makes sure she has "Eveready" batteries in her hearing aid. "'Eveready' batteries give me full volume longer," says Miss Vion, "and, incidentally, few people ever notice my hearing aid."



"My Work's Improved..."

says Thomas E. Russell, "ever since I've been wearing a hearing aid. I'd be crazy to go without it. I've been using 'Eveready' batteries right along. I've found out they give me longer service and all-round better hearing."



NEW "EVEREADY" HEARING-AID "A" BATTERY

Use your aid more than 12 hours a day?
This battery will give you triple service!

FOR SINGLE-UNIT HEARING AIDS! The new "Eveready" "A" battery No. 1005E lasts three times as long as other "A" batteries of equal size! Heavy-duty users (12 to 16 hours a day) report phenomenal service!

This battery uses a radically new electro-chemical principle to maintain long life and virtually constant voltage. See it at your hearing-aid dealer's now!

No. 1005E
Dimensions 1 31/32" x 1 1/8" x 9/16"



EVEREADY
TRADE-MARK
HEARING-AID BATTERIES

The registered trade-mark "Eveready" distinguishes products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

LIFE'S REPORTS CONTINUED

Nobody, not even farmers, housewives and children, was exempt from the pressure of the Hennecke movement. Hennecke outings and competitions were staged between schools, mothers of large families in Mecklenburg were designated as Hennecke-Activists to honor them for producing children above the usual quota, and even literati of the Soviet zone were dragooned into whooping it up for the movement with articles, even poetry, resulting in such doggerel as the following by Hennecke Poet Hans Marchwitza:

We swing the hammers;
The mines, the plants revive
again.
Courageously we swing the
hammers;
We produce fivefold and ten.

To the Germans there was a shabbily familiar ring to the Hennecke poems and slogans. Everything about the movement, with the exception of a few words from the vocabulary of Communist agitation, reminded them of the artificial mass stimulation practiced upon them so incessantly by the Goebbels machine. Outsiders noted an even more striking parallel: the *Hennecke-Bewegung* was a barefaced repetition of what Arthur Koestler has called "one of the most curious propaganda stunts in modern history"—Russia's foisting of "Stakhanovism" on her own workers.

Like Hennecke, Alexei Stakhanov had been a coal miner. In August of 1933 the Soviet press and radio had loosed a rolling barrage of publicity extolling Stakhanov's achievement of cutting 102 tons of coal in a six-hour shift, almost 14 times the normal amount. (This was a far more miraculous percentage than poor Hennecke's, but after all Stakhanov was a Russian.) There followed the same pattern which the Communists were to repeat step by step with Hennecke in Germany 15 years later. With its relentless insistence on piece-work and speed-up the Stakhanovite movement, for all the rewards offered for above-quota production, was a good deal like the kind of exploitation which years of militant unionism had largely eliminated in the Western democracies.

When Stakhanovism turned up in the Soviet zone under the guise of the *Hennecke-Bewegung*, German workers also began to feel a familiar pressure at the nape of the neck, as of a heel pressing down. Increased production was imperative to salvage the floundering Two-Year Plan for economic recovery. With coal from the Ruhr and other acutely needed products



The shorts of a chief of police



*Annoyed him while keeping
the peace,*



Till a convict opined,



"Arrow Shorts never bind!"



*And that's how he earned
his release.*



No chafing
center seam

Sanforized-labeled • Gripper fasteners
elastic or tie side • SPRINTER (all-elastic
waistband) • adjustable back.

ARROW **SHORTS**

\$1.25 \$1.50 \$1.65 • Arrow Undershirts, 85¢ up
Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.

CONTINUED ON PAGE 8

Bufferin

TRADE MARK

Acts twice as fast as aspirin!



New, remarkable product for the relief of pain!



FAR FASTER RELIEF FROM...

Simple headaches
Aches and pains of colds
and neuralgia
Women's periodic headaches
Minor muscular aches and pains.

AFTER 4 YEARS of research, a remarkable new product—BUFFERIN—has been developed for *faster, gentle* relief of pain.

A BUFFERIN tablet—like an aspirin tablet—disintegrates rapidly in water or stomach liquids. But, what's more important, BUFFERIN is absorbed into the blood stream **TWICE AS FAST**—on the average—as aspirin.

It goes to work **TWICE AS FAST** in your body to relieve pain.

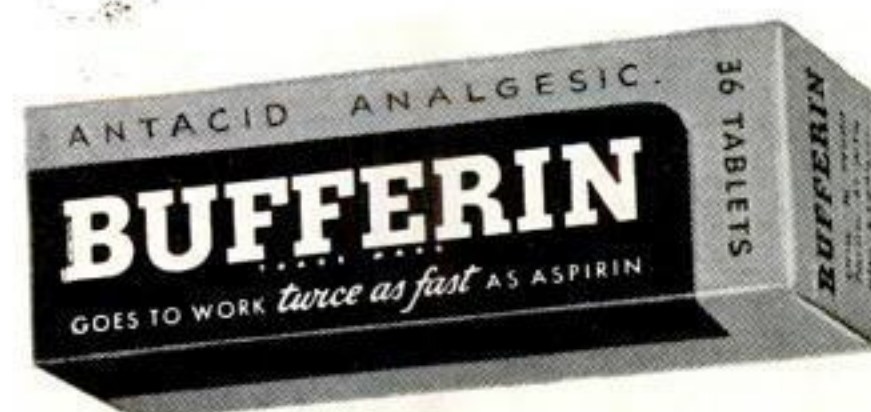
It's antacid... Bufferin doesn't disagree with you!

Many people—because of experience or their doctor's advice—always take an antacid when they take aspirin. With BUFFERIN this is *not* necessary because BUFFERIN is antacid. The antacids in BUFFERIN actually *protect* your stomach from aspirin irritation. For example...

In a recent dramatic clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of BUFFERIN. The astonishing result: Only *one* of the 200 had even mild distress! Your doctor has full medical details about BUFFERIN and its remarkable antacid qualities. Ask him!

For faster pain relief next time, ask your druggist for BUFFERIN—the modern pain-relieving remedy that acts twice as fast as aspirin. Available in handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.

Acts twice as fast as aspirin!



A PRODUCT OF  BRISTOL-MYERS

you're a woman of action, too!



**Quality undies
of Spun-lo
fit every action...every budget**

Yes... you're "on the team" every minute of the day. The perfect fit and smooth, soft comfort of undies made of Spun-Lo are just as important to you... maybe more. This famous rayon fabric is carefully knitted to stretch and spring back with every motion you make. That's why it wears extra well for you and your youngsters... why the finest underwear makers use this fabric. And it washes perfectly, too, and keeps in trim shape without ironing! You get extra value for your money whenever and wherever you buy undies of Spun-Lo.



Always look for the Spun-lo label - it's your guarantee of quality

Industrial Rayon Corporation • Cleveland, Ohio • Sales Office: 500 Fifth Avenue, New York

LIFE'S REPORTS CONTINUED

cut off by the Allied counter-blockade, the industry of the Soviet zone was bogging down alarmingly. Any improvement would have to come out of the workers' hides, and that is where the Soviet bosses intended to get it. One way of doing it was to shift wage payments from an hourly to a piecework basis. "Many workers regarded this change with misgivings," admitted the Communist *Illustrierte Rundschau*. "People thought of the exploitation which prevailed in the past under the piecework system of private enterprise..." The article went on to explain that the situation was quite different in the nationalized factories of the Soviet zone. "Experience has shown," the paper argued, "that the wage based on achievement is in reality a just and progressive principle suffused with the spirit of true democracy."

But despite all the lofty talk, mutters of indignation and protest against the Hennecke movement began to grow. Although the press continued its trumpet blasts about the "overwhelming success" of the program, a flood of reports from the Soviet zone revealed the growing extent of the disillusionment of the people themselves. First the word spread that the very foundation of the movement, Adolf Hennecke's historic 380% shift, was a fraud which had been rigged in advance to get the movement rolling. Far from being a hero to his fellow laborers, Hennecke came to be regarded contemptuously as a Soviet stooge by many of them. One story out of Saxony says that he was actually beaten up when he returned to the pits after being lionized by the Communists in Berlin. The suspicion that the statistics on mounting production were being faked became a certainty. Printers, for example, made a few elementary calculations and concluded that the announced achievement of a Hennecke typesetter was a physical impossibility. In the Wumag railway-car factory at Görlitz, machines broke down under the strain of a Hennecke shift, and whatever production was gained by the increased effort went down the drain owing to the time lost in repair work. This happened in plants throughout the zone. Underfed workers were so exhausted by their Hennecke exertions that they reported sick for days afterward. Machines and workers were sometimes recruited from one factory to another in order to make a Hennecke score, with the result that the lending factory fell behind its schedule. In the Neptune shipyard at Rostock, 1,300 rivets were driven home in one Hen-



FASTER

STRONGER

FINER

LOW COST

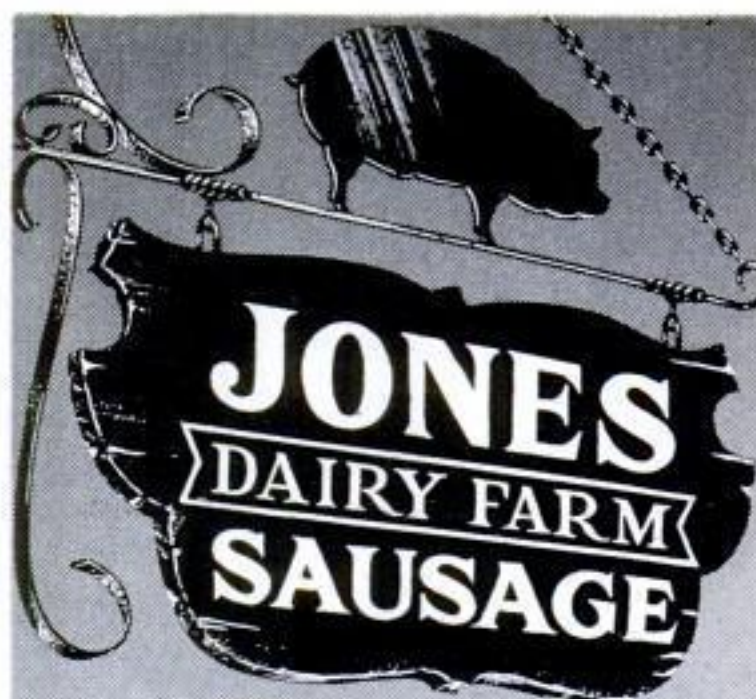
EASY TYPING

Everything points to Smith-Corona as your choice in a portable. Trade in your old machine. Get a new Smith-Corona on easy terms.

... Ask about these features

1. TOUCH SELECTOR
2. VARIABLE LINE SPACER
3. FLOATING SHIFT
4. ONE STROKE RIBBON REVERSE
5. TYPEBAR SPEED BOOSTER

Smith-Corona
PORTABLE TYPEWRITER



*For supper
this Sunday
evening
Ask your dealer*

Jones Dairy Farm, Fort Atkinson, Wis.
Mary P. Jones, President



CONTINUED ON PAGE 11



LOW-DOWN ON...

Freshness!

When you say, "Golly, that's good coffee!", chances are it's freshness that inspires you. For without freshness, even the most expertly blended and roasted coffee gives only so-so, lackluster flavor. So what does A&P Coffee do? Guards freshness from the minute coffee tumbles from the roasters. Not one single bean is ground until you buy . . . then it's Custom Ground just right for the way you make coffee. It tastes wonderful! In fact, when you come right down to it, no other coffee gives you better flavor. Try A&P Coffee. You'll see!

A&P COFFEE

AT YOUR A&P STORE



Mild and Mellow

Rich and Full-Bodied

Vigorous and Winy

Flavor
MAKES IT AMERICA'S NO.1 FAVORITE!

Value
MAKES IT AMERICA'S NO.1 BUY!



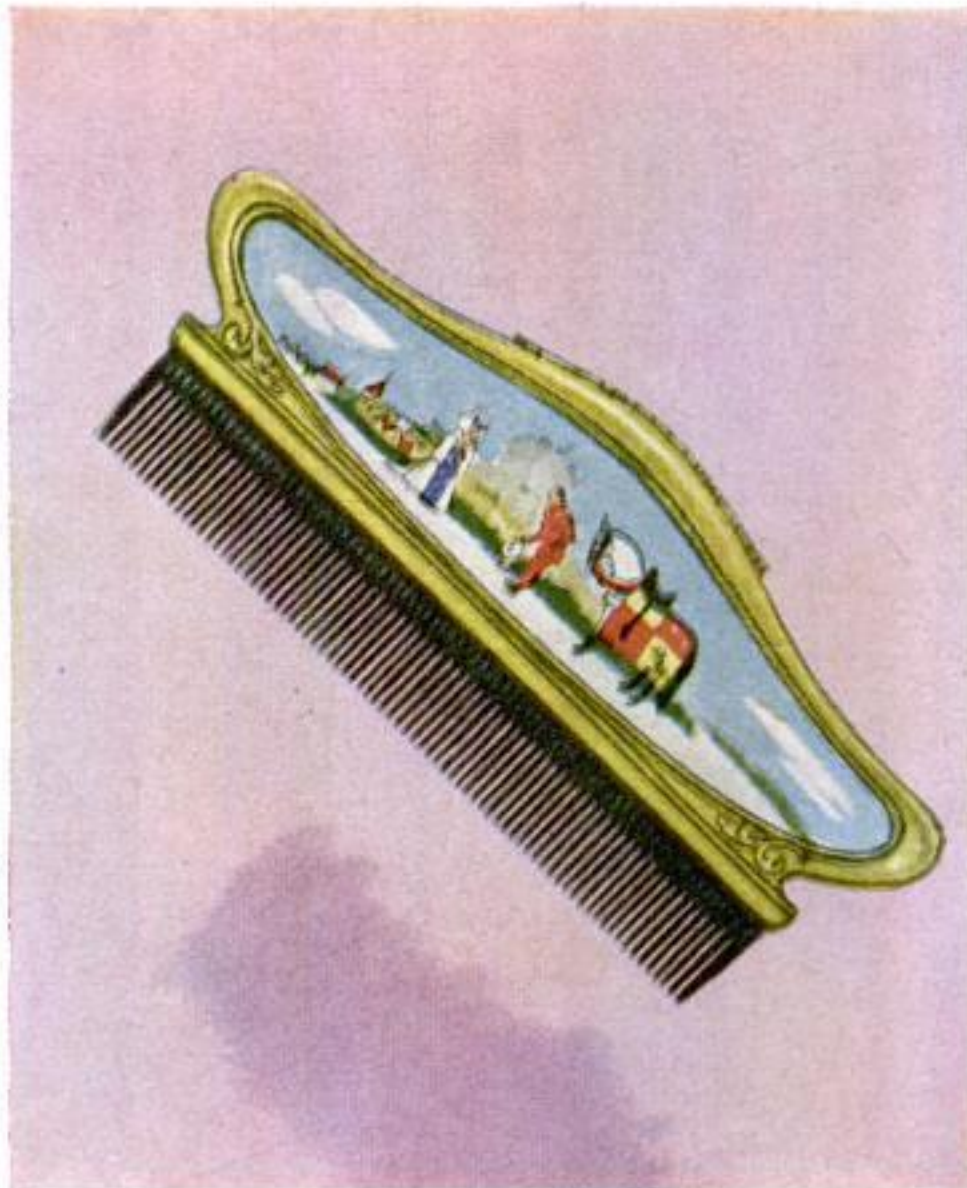
1859 - 1949

90th YEAR OF SERVICE

Want to feel like an heiress come bedtime?



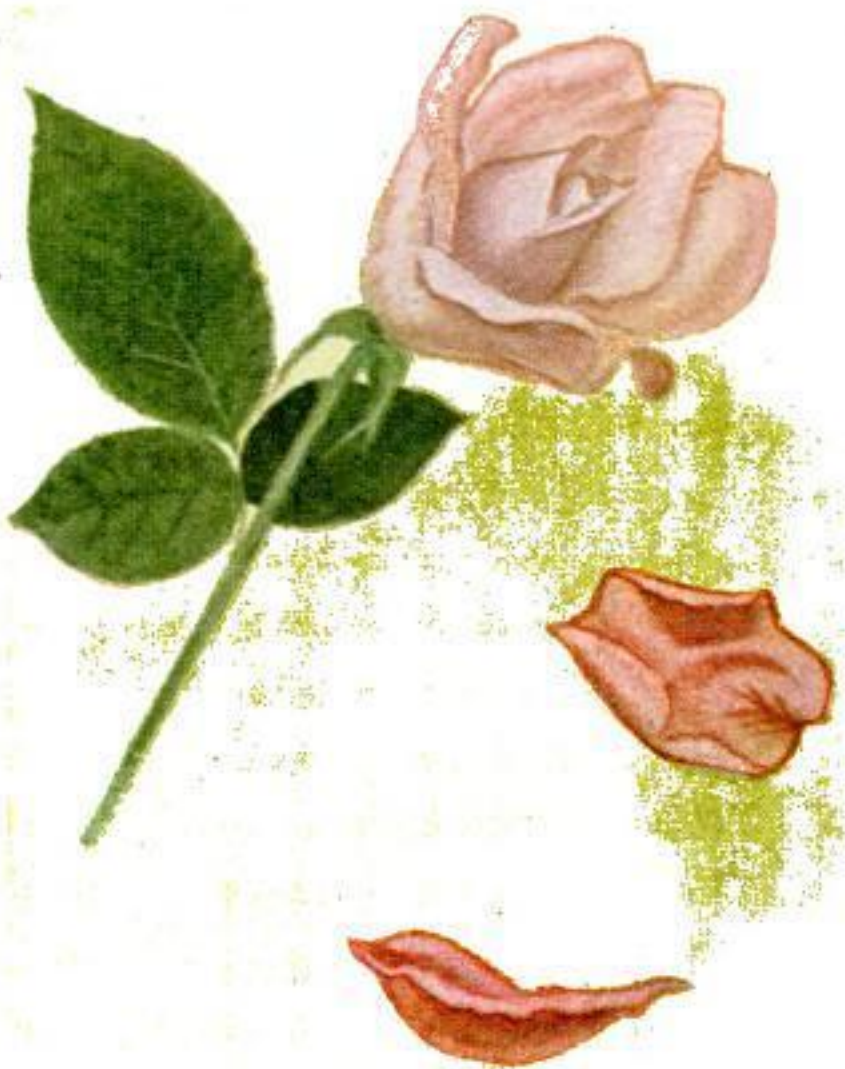
THE CANNON GIRL SAYS: It's news today, when you pay less—and get something better! But that's true about your favorite Cannon Percale Sheets!



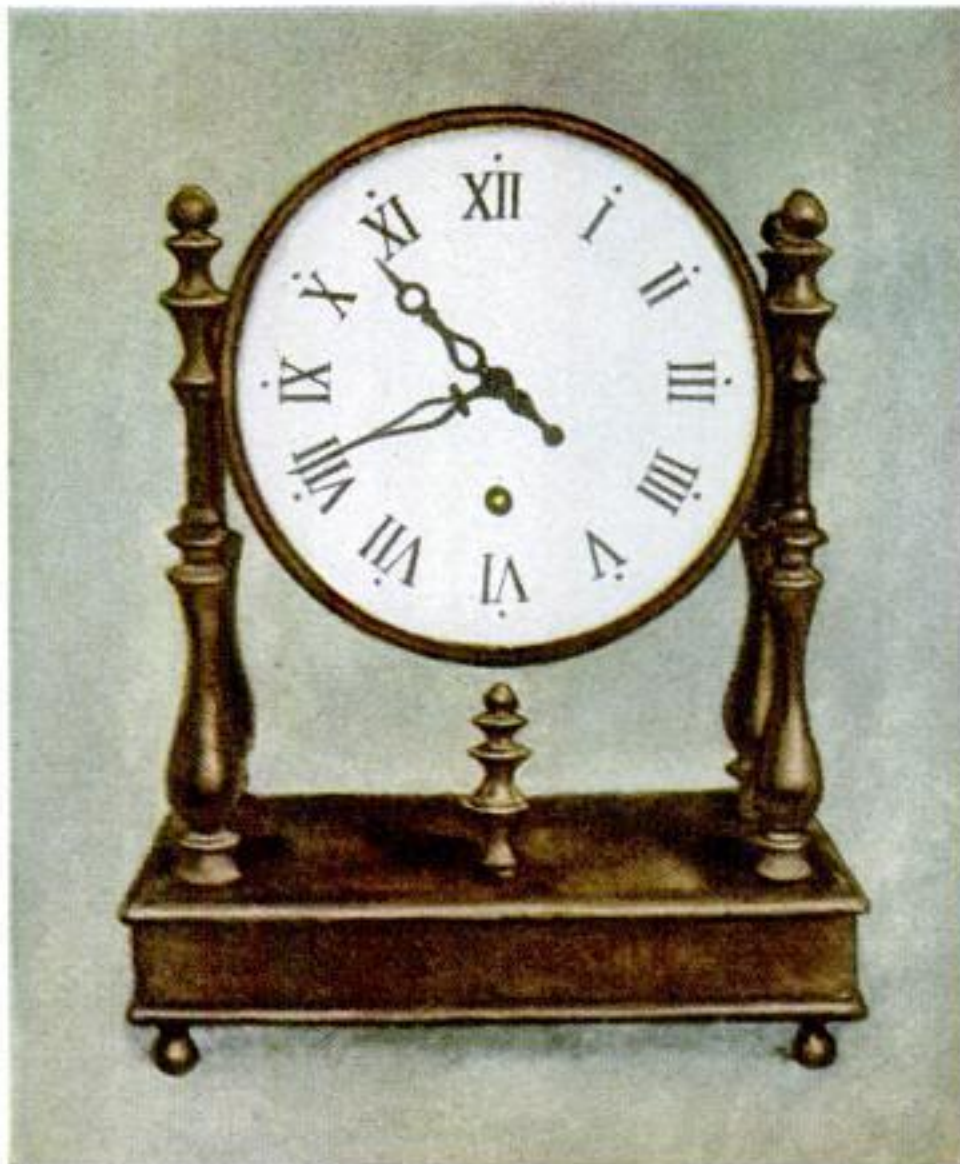
Now Cannon Percales are **COMBSPUN!** Softer, finer—because the cotton is combed till only the long smooth fibers remain!



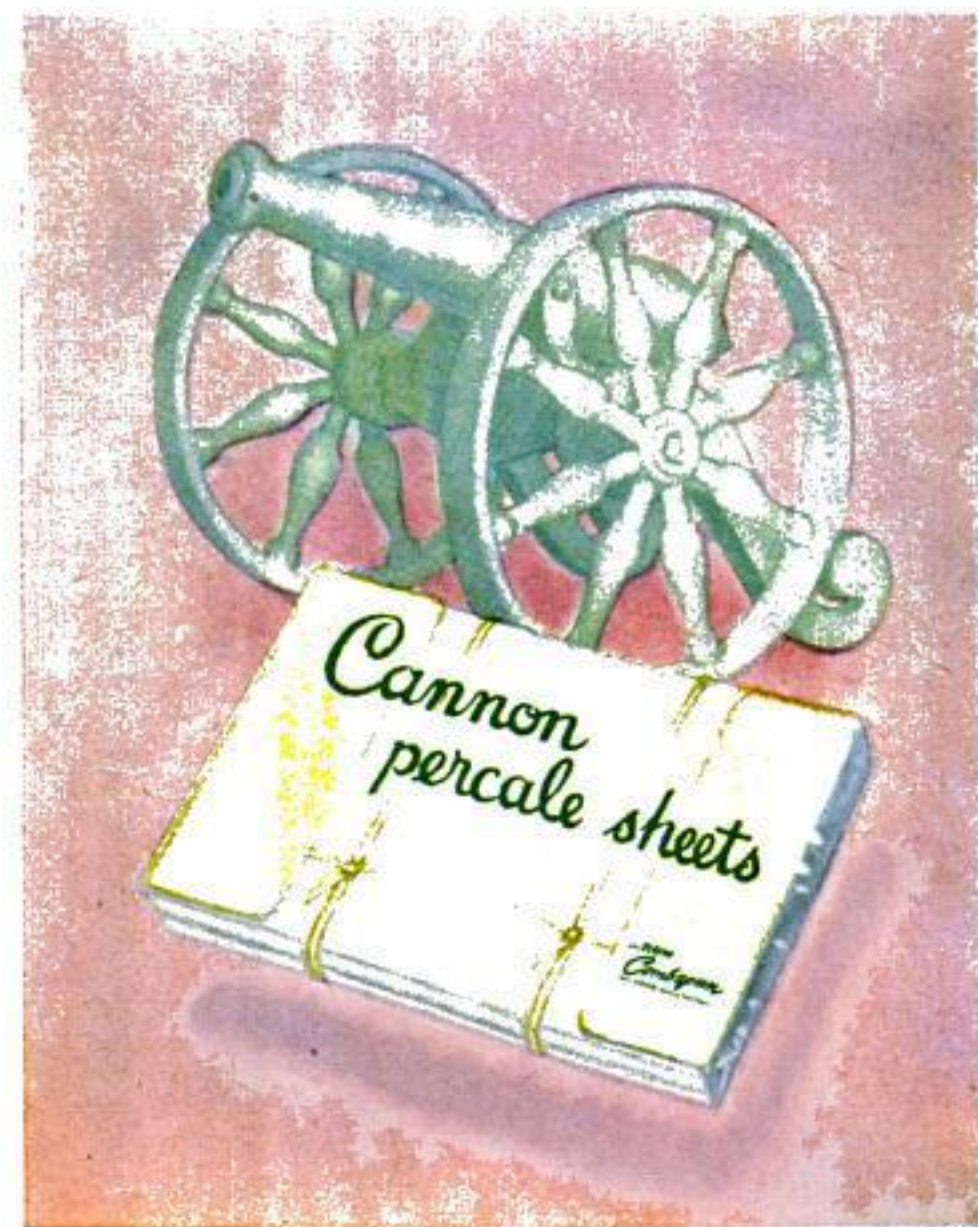
Yet you needn't **BREAK THE BANK** to afford Combspun Cannon Percale beauties. Get this dream-sheet for less than you used to pay for carded Cannon Percale!



Such sweet sleeping! These are sheets of your dreams... snowy... **FRESH AS ROSE PETALS** against your skin...



And you'll love them even more as **TIME GOES BY.** 15% stronger; longer-wearing! So light, for easier bedmaking and laundering...



Enjoy all this luxury! Go to your favorite store—ask for **COMBSPUN CANNON PERCALE SHEETS!**

Cannon Percale Sheets—Now They're Combspun

CANNON TOWELS... STOCKINGS... BLANKETS ★ CANNON MILLS, INC., NEW YORK 13, N. Y.



COPR. 1949 CANNON MILLS, INC.

GLORY BE —
IT'S GOOD!



AND "C-L PROCESS"™
MAKES IT UNIFORMLY
LAXATIVE!

A BETTER AID TO REGULARITY!

Only in **Sunsweet** Prune Juice is the laxative potency *standardized*. Pure, delicious prune juice, still a 100% natural product!

THE NEW "C-L PROCESS" IS USED
EXCLUSIVELY FOR

**SUNSWEEP
PRUNE
JUICE**



REPLACEMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREON

as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

LIFE'S REPORTS CONTINUED

necke shift, but all other work was suspended to achieve this total and next day the hands of the workers on the shift were so swollen they were unable to report for duty. Factories where Hennecke records were made regularly began reporting increasing numbers of faulty pieces, causing a loss of time in sorting out the flawed parts. Gains in production were regularly offset by counterbalancing factors, and the program further squandered manpower in the form of supervisory personnel and bureaucratic administration.

Since this was the Soviet zone the press was mute on the fiascos of the *Hennecke-Bewegung* and no strikes or other forms of open protest were permitted. Consequently the people seized a weapon they learned to use under the Nazis when disaffection was similarly suppressed by the authorities—the joke. From Schwerin to Chemnitz, Adolf Hennecke became a figure of fun. He remained a symbol, but now he was made to represent all the fakery and absurdity of the program to which he had lent his name. The *Hennecke-Witze* migrated from the eastern zone to the West, and soon all of Germany and even the neighboring countries were laughing at Adolf and his superhuman labors.

Name the greatest Hennecke worker in history, people began asking each other. Why, came the answer, that was Adolf Hitler who began and ended the 1,000-year Reich in 12 years. Hennecke was said to have appeared unexpectedly in the British zone. It seems that he began his usual shift in his mine in Saxony and dug so furiously that at the end of the day he emerged on the other side of Germany in the Ruhr. Hennecke's propensity for being far ahead of everybody else was reported to have caused him and his family serious trouble. The Hennecke clan, it was said, had been expelled from the Church when they were caught singing Easter hymns around the Christmas tree.

One day, another story related, Hennecke went to the dentist to have a tooth pulled with gas. (Hennecke can afford such luxuries as gas.) When he came to, he was outraged to find six teeth missing. The dentist soothed him with the proud explanation. "I, too, am a Hennecke-Activist. I was just surpassing my quota by 500%!"

The housewives of Ludwigsfelde, getting into the spirit of the movement, sent a delegation to the mayor to request a "Hennecke Day." On that day, they promised, they would cook and eat within 24 hours their entire food ration for 10 days.

CONTINUED ON NEXT PAGE

SARAN

SCREEN

no
rusting!

no
sagging!

no
painting!



For superior screen performance, and distinctive beauty, it's screen woven of saran! Saran's pliant strength keeps screens tight and smooth, without unsightly denting, sagging or bulging. Rust-proof saran saves painted surfaces from disfiguring stains . . . and built-in color eliminates the need for painting saran screen. You'll thoroughly enjoy the advantages of this all-purpose screening that gives you maximum comfort with a minimum of upkeep care. When you select screening, be sure to specify screen woven of saran.

Plastics Division, Dept. SC-2
THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

DOW

plastics

Flavor Packed!

There is no name more famous for flavor than Beech-Nut...



There is no chewing gum more dependable for fine flavor and uniform high quality than...

Beech-Nut GUM

It's "Always Refreshing"

Beech-Nut BEECHIES, the Candy Coated Chewing Gum in three varieties:

PEPPERMINT, PEPSIN and SPEARMINT

LIFE'S REPORTS CONTINUED

From time to time, too, the glum tidings of Hennecke's sudden death were circulated. One version has it that he drowned in his own sweat, while others report that Adolf, eager as usual to get to work, couldn't wait for the elevator and jumped down the pit shaft.

If this kind of behind-hand derision recalls the Nazi period, the reaction of the Soviet Military Administration to the circulation of Hennecke jokes brings home the similarity even more forcibly. A recent decree makes the "spreading of false assertions about economic conditions" a penal offense punishable by up to 10 years in prison. Hennecke jokes come under this provision, and newspapers like the *Süd-deutsche Zeitung* have reported cases of people being arrested and sentenced for spoofing Adolf Hennecke just as, before 1945, other Germans were thrown into jail for kidding Adolf Hitler. In Leipzig, according to the British-licensed *Telegraf*, the Communists have offered the prize of a bicycle to children for turning in the names of 10 persons who make jokes about the Hennecke program.

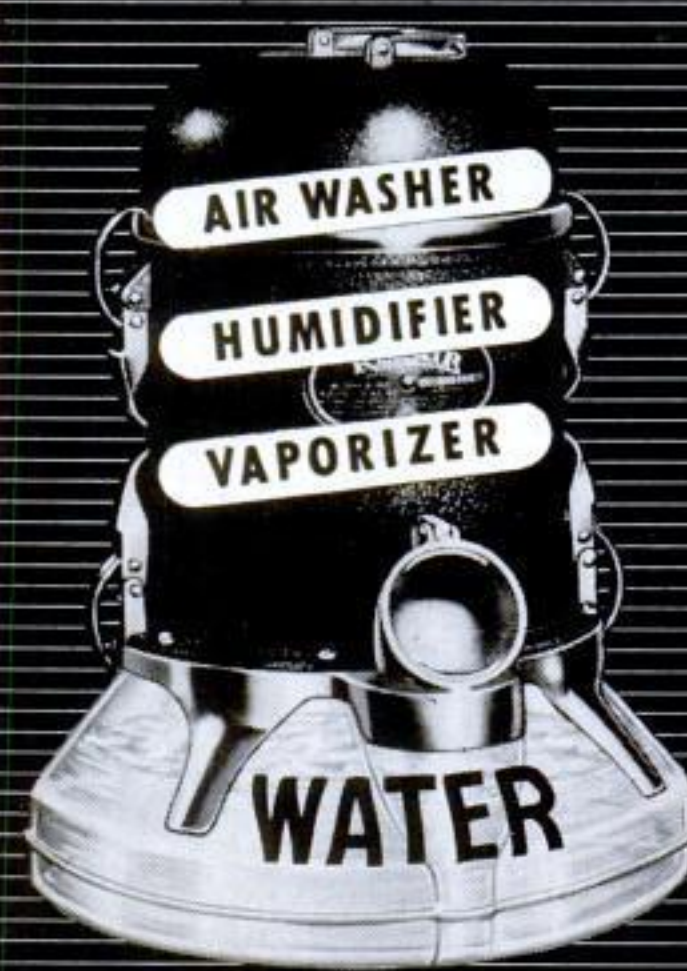
There are other, and perhaps even grimmer, indications that the Hennecke movement is no joke. The labor bosses of the Soviet Military Administration have begun to make public certain ominous observations on the program. Since so many quotas, they say, have been surpassed by 200%, 300% and even 400%, perhaps the quotas were set too low to begin with. Perhaps what is really required is a general increase of production norms so that what was hailed as a gloriously successful Hennecke shift yesterday may be considered merely another day's work tomorrow, at no increase in pay.

"Such a movement as ours," said Adolf Hennecke with unwitting irony in his speech before the People's Council in Berlin, "is possible only in the Soviet occupation zone because there, in contrast to the rest of Germany, the mines, factories and shops are nationalized. . . ."



HENNECKE'S COFFIN causes a German to say, "The lift was too slow for him; he jumped down the shaft."

Now...
you can
wash
house dust
away!



EXCLUSIVE WITH

Rexair

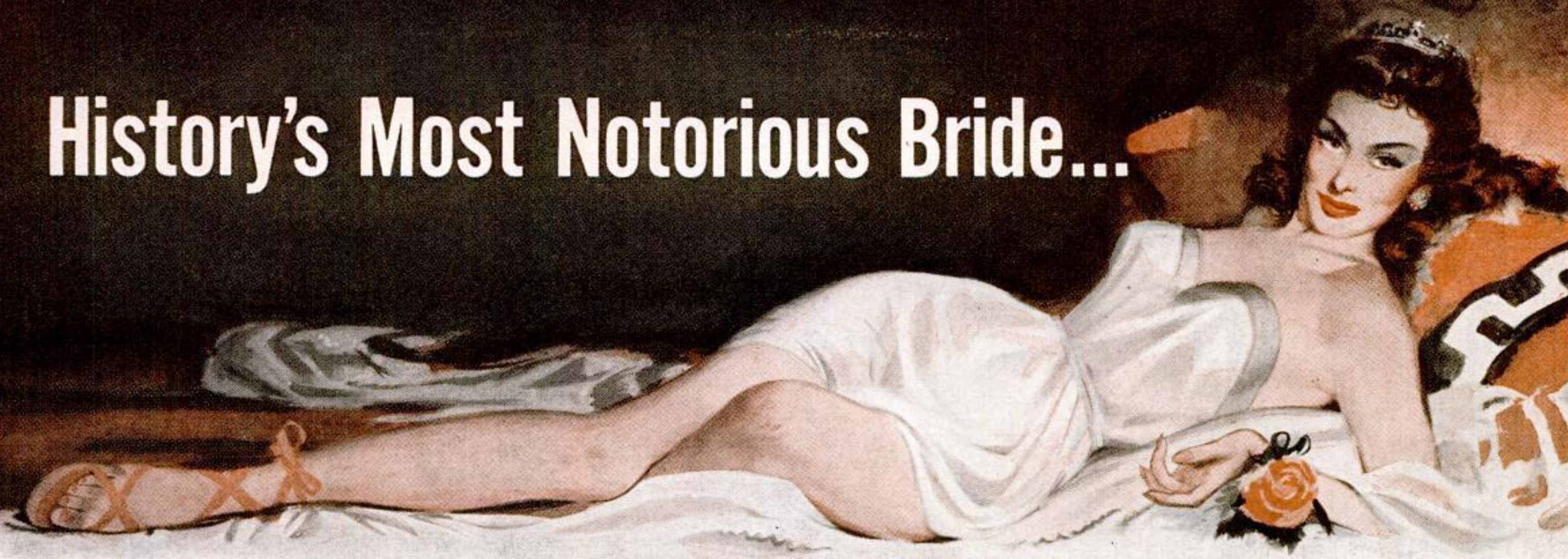
Rexair, the portable health-unit and mechanical housemaid, does the work of three appliances for the price of one! It extracts and traps household dust in water, washes the air you breathe, restores natural humidity, vaporizes medicaments, even scrubs floors! There is an authorized Rexair factory branch in nearly every large or moderate-sized city; consult your phone book.

Free Service Inspection Available Now

See the Rexair before you buy a humidifier, vaporizer, or even a vacuum cleaner. Over 1,000,000 satisfied users.

REXAIR DIVISION
Martin-Parry Corporation
Box 964 • Toledo, Ohio

History's Most Notorious Bride...



Not since the ever famous "Kitty" has Paramount brought you Paulette Goddard in a picture as spectacular as this adventure-filled story of the strangest bridal night in history.

"Bride of Vengeance"

A Paramount Picture Starring

Paulette

John

Macdonald

Goddard · Lund · Carey

A **Mitchell Leisen** production

with **Albert Dekker · John Sutton · Raymond Burr**

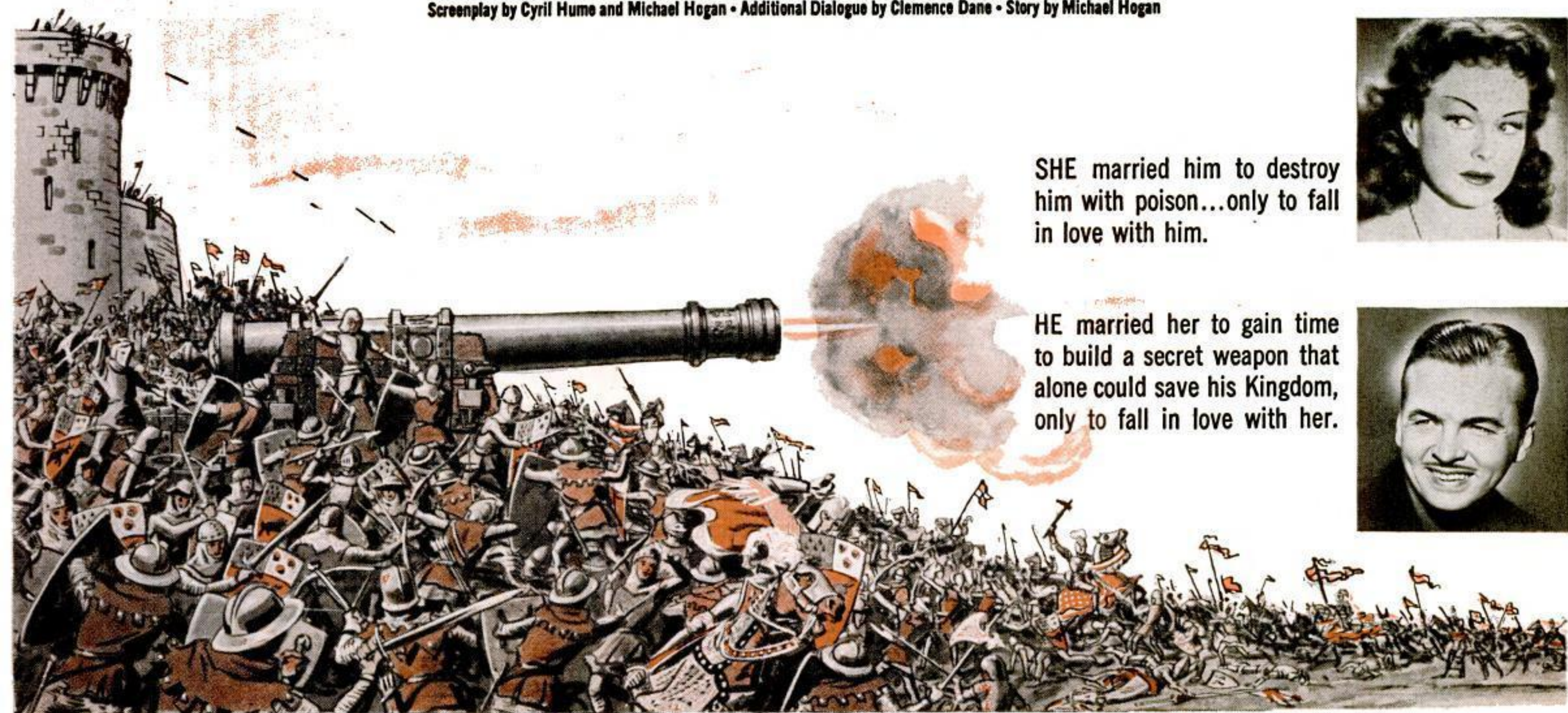
Produced by **Richard Maibaum** · Directed by **Mitchell Leisen**

Screenplay by Cyril Hume and Michael Hogan · Additional Dialogue by Clemence Dane · Story by Michael Hogan

SHE married him to destroy him with poison...only to fall in love with him.

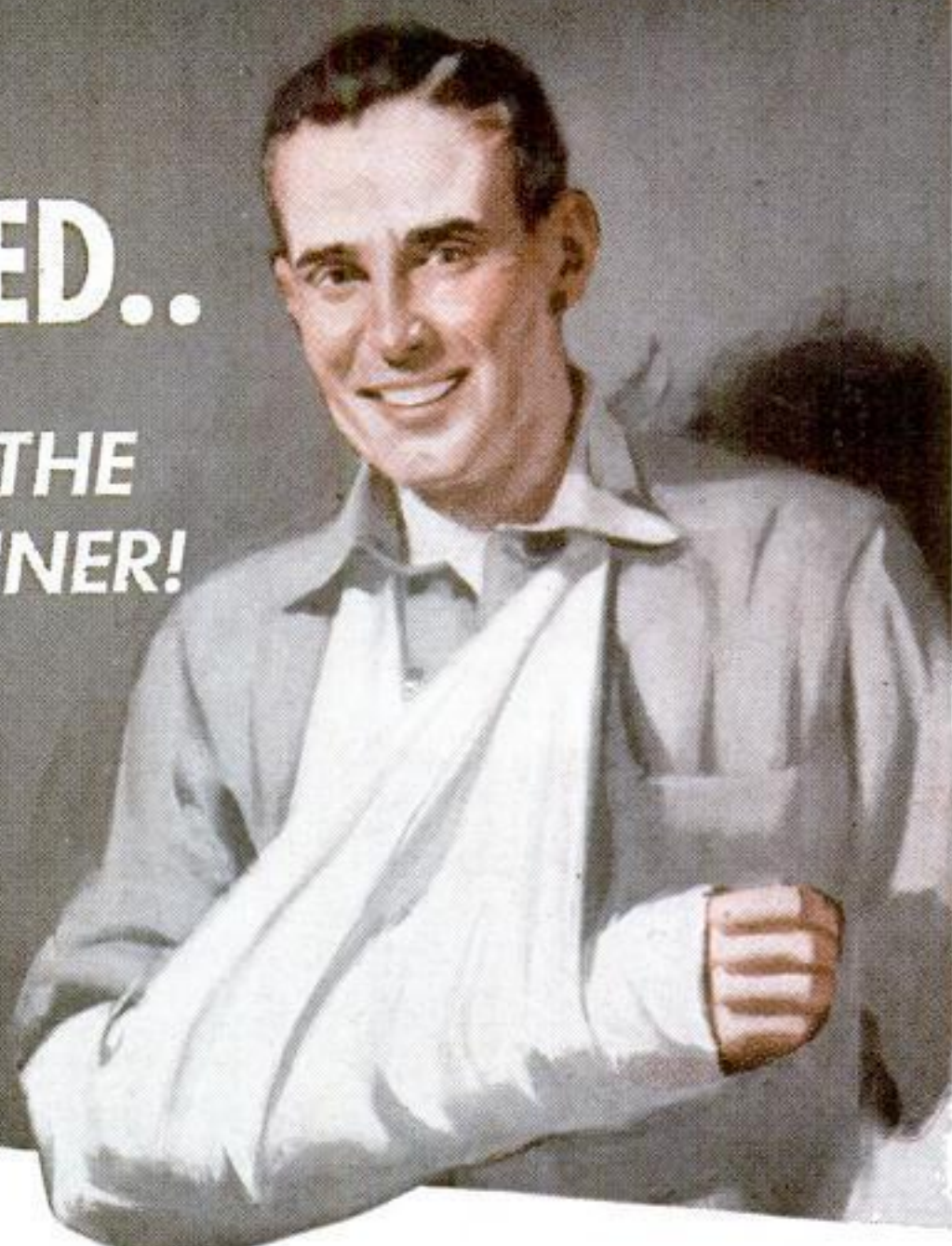


HE married her to gain time to build a secret weapon that alone could save his Kingdom, only to fall in love with her.



DISABLED..

BUT STILL THE BREADWINNER!



The mental anguish of accidents—with disabling injuries that pyramid expense and cut off income—can be banished under our **Maximum Benefit Accident Policy!**

IT PAYS—If totally disabled, a weekly income of **\$50** a week up to 200 weeks—amounting to a possible

\$10,000

PLUS **\$30,000** if permanently disabled beyond 200 weeks

If partially disabled, up to \$37.50 a week up to 52 weeks—a possible **\$1,950**

For loss of sight, or members, or a combination of both—from **\$7,500 to \$30,000**

PLUS a weekly income of \$50 while totally disabled, from date of accident to date of loss of sight or limbs.

In place of weekly indemnity you may, if you wish, choose specific fixed-sum payments for fractures, dislocations and other specific injuries—sums ranging up to

\$650

PLUS surgeons' fees, hospital charges, etc.

Surgeons' fees, up to

\$200

Hospital charges or nurses' fees, in addition to surgeons' fees, \$50 a week, up to 15 weeks—a possible

\$750

If injuries are non-disabling, physicians' or surgeons' fees will be paid, up to

\$50

Policy provides usual air travel coverage.

Could you—and your family—live without income... and pay a mountain of bills besides? If not, call an America Fore Insurance Man—today!

For the name of a nearby America Fore Agent, call Western Union and ask for Operator 25.

THESE FIVE COMPANIES COMPOSE THE AMERICA FORE INSURANCE GROUP.
CONTINENTAL • FIDELITY-PHENIX • NIAGARA • AMERICAN EAGLE
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(THE COLLIE)

IS ONE OF SIX DOG-HEAD CAPS
ON NEW CHILD'S SIZE
LISTERINE TOOTH PASTE

(on sale at all drug counters—each head in 6 colors)

WEAR
'EM...
AS YOU
COLLECT
'EM!



☐ BRACELET—Made so 6 Dog-Heads
can be screwed on. Latest thing in charm
bracelets!



☐ KEY CHAIN—Smart new style.
6 Dog-Heads can be screwed on. Be
first in your neighborhood with it!

Tear out this ad, check item you want, print
name and address in margin, and send with
25¢ to Department R, Lambert Pharmacal
Company, St. Louis, Mo.

NEW ... AND GET SPECIAL FOLDER OF
ACTION PICTURES OF EACH DOG...
AT NO EXTRA COST!

Fast HELP for HEADACHE



BROMO-SELTZER

FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary
headache take Emerson's
Bromo-Seltzer. It fights
headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Up-
set Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as direct-
ed. Get Bromo-Seltzer at your
drug store fountain or
counter today. A product of
Emerson Drug Company
since 1887.



Want the only automatic washer that's all-porcelain inside and out?



Ask your Frigidaire Dealer to show it to you
—and its unique Live-Water action that
gets clothes really clean automatically!

Only Frigidaire offers you an all-porcelain, automatic washer that's different from all others—in lasting beauty, in laundering principle, in results!

Its all-porcelain finish, inside and out, means you can keep your washer as clean as it gets clothes—and that's *really clean*! The gleaming porcelain surface resists rust, dirt, soaps, grease, scratches, scrapes—even cigarette burns. As easy to clean as a china dish—just wipe it off with a damp cloth!

Live-Water action is different, too—and so much more effective! Washing is achieved by rolling currents of water—with no pulling or yanking of clothes. And all the clothes are washing in water all the time—not half in, half out.

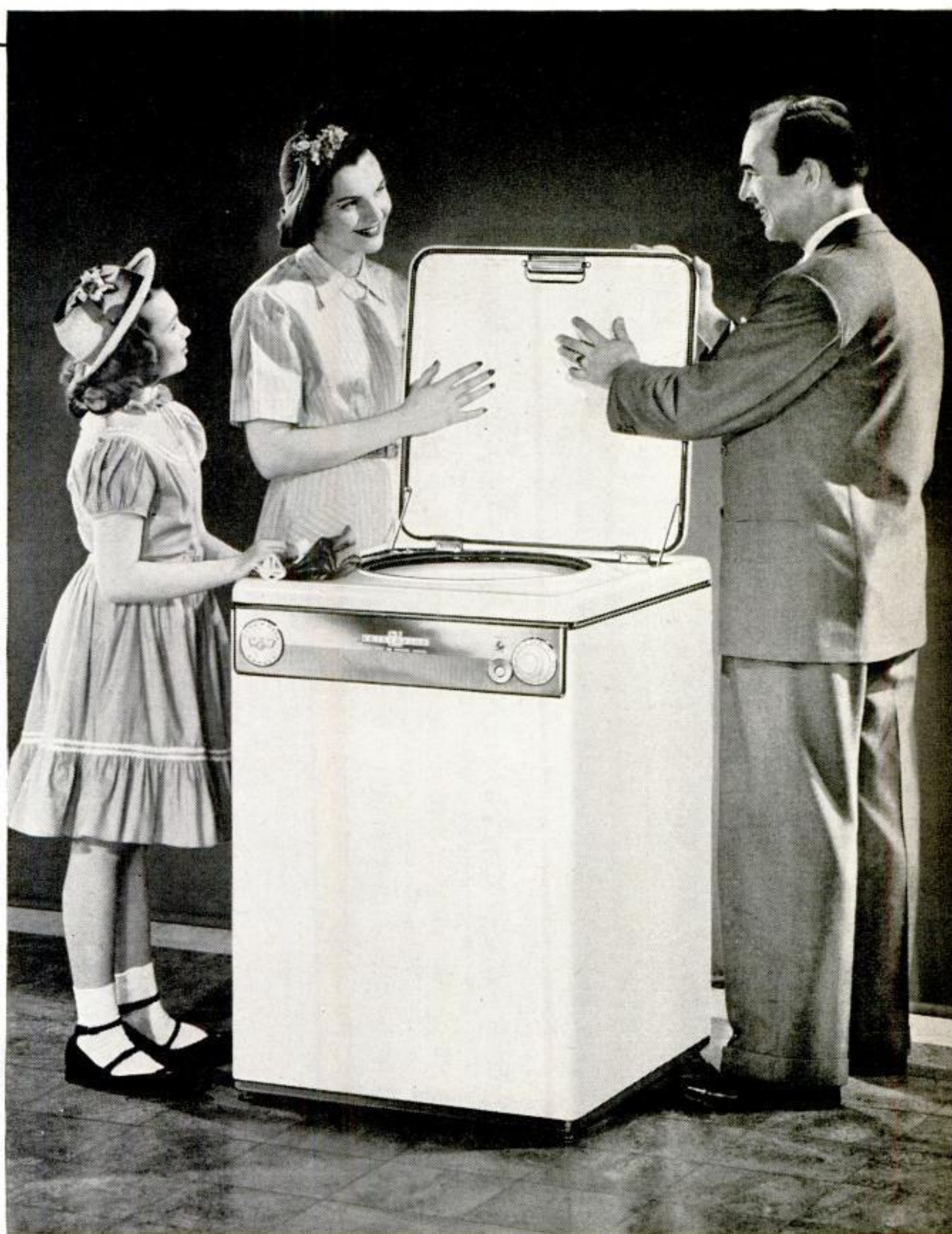
Clothes come out cleaner, whiter, brighter—and lighter, drier, too! They're rinsed and re-rinsed in clean water by Live-Water action—and Rapiddry-Spinning gets them far drier than most washers, many clothes dry enough to iron at once!

Visit your Frigidaire Dealer today to learn all about this really different Automatic Washer. And ask to see the new Frigidaire Electric Ironer and Automatic Clothes Dryer—to complete your work-saving home laundry—as well as all the other Frigidaire appliances for pleasanter living.

Look up the name of your Frigidaire Dealer—in your Classified Telephone Directory: or write Frigidaire Division of General Motors, Dayton 1, Ohio.

*Listen to Frigidaire's New Lum and Abner Show,
Sunday nights on your Columbia Station.*

FRIGIDAIRE the All-Porcelain Automatic Washer



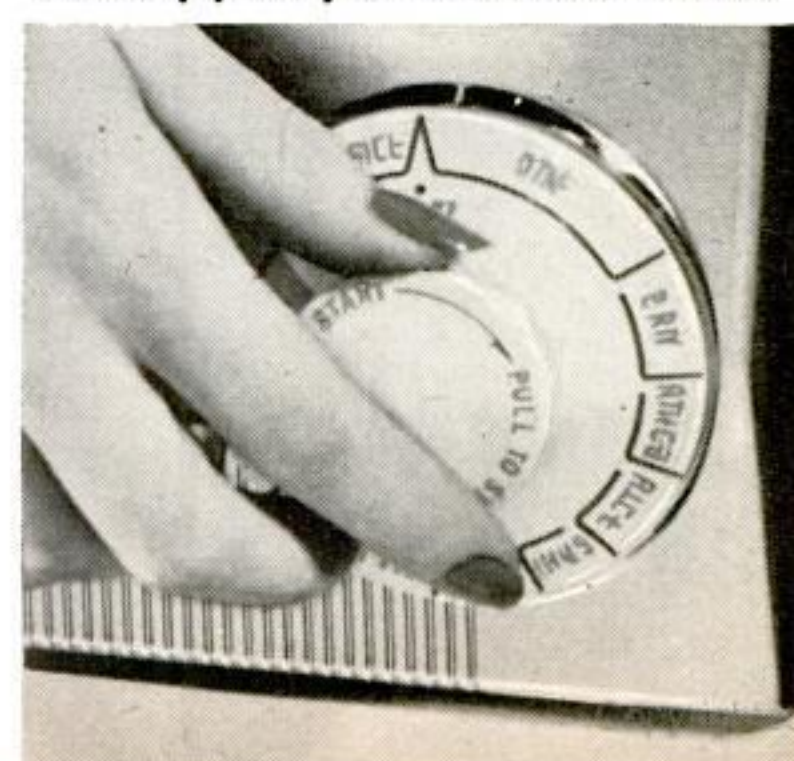
See the glass-like smooth porcelain finish that's fused right to the steel—for extra long wear!

Nothing tops Live-Water washing—clean water's used for each operation. Yet Frigidaire is economical with hot water—making maximum use of every drop for finest laundering.

Add clothes at any time during the washing or rinsing cycle without stopping the Live-Water action. And the extra large top opening means no stooping or bending when loading or unloading your washer.

Don't put your hands in water—there's no need to! Rapiddry-Spinning gets clothes far drier than most automatic washers—really damp-dry. And that means clothes are easier, lighter to handle, too.

This dial does double-duty! For special clothes you can use it to alter the laundering cycle of your automatic washer—lengthen, shorten, repeat or skip any operation. But normally you'll just touch the dial once!





"SAAAY . . . WHAT DEPARTMENT IS SHE IN?"



NEW ENGAGEMENT RING



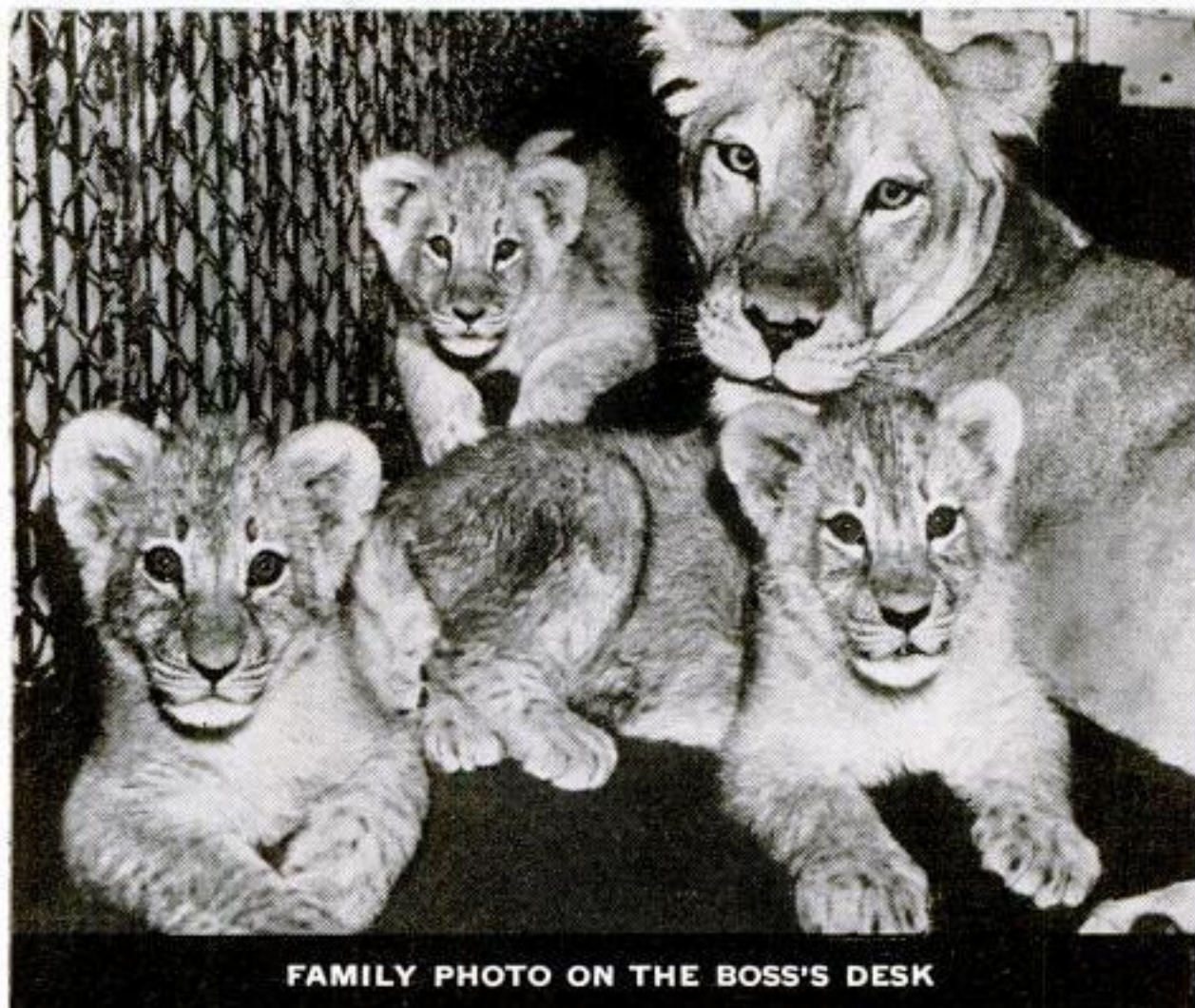
"THEY TOLD US AT THE SECRETARIAL SCHOOL TO TRY HERE"



BOY FRIEND OF A GIRL IN THE BILLING DEPARTMENT, AT CHRISTMAS PARTY



"WANNA CHANCE ON A COCKTAIL SHAKER?"



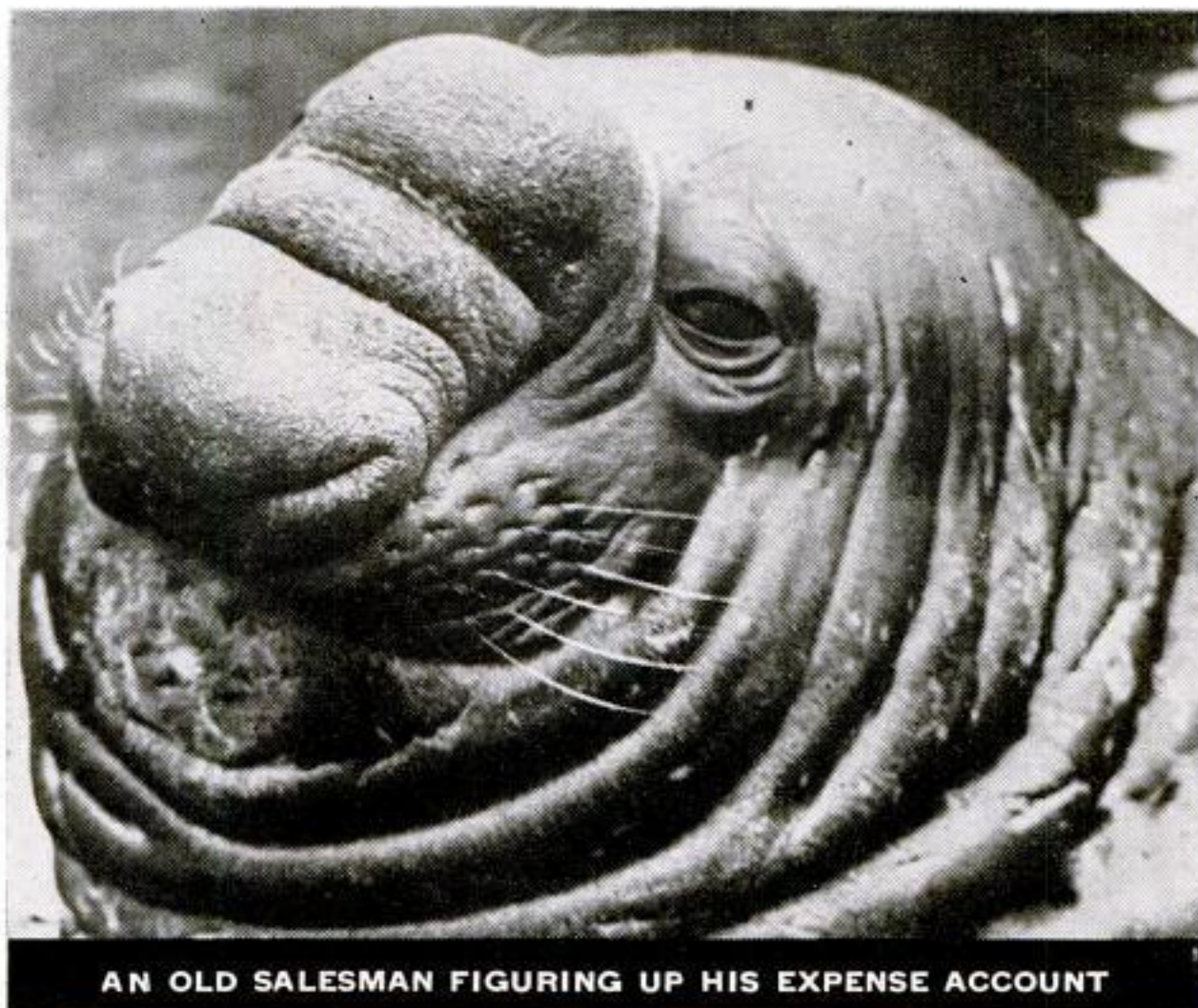
FAMILY PHOTO ON THE BOSS'S DESK



AN ELDERLY CLERK



"WHEN YOU'RE THROUGH PHONING YOUR BOYFRIEND, WOULD YOU TAKE A LETTER?"



AN OLD SALESMAN FIGURING UP HIS EXPENSE ACCOUNT



"HOW MUCH ADVANCE DID YOU WANT?"

SPEAKING OF PICTURES...

THESE ARE THE INHABITANTS OF A "WHITE COLLAR ZOO"

Any bedraggled office worker who has in moments of despair likened his coworkers to sheep or his boss to a pure-blooded jackass is sure to find solace in the pictures shown here. They are from a book entitled *White Collar Zoo*, which will be published this summer by Doubleday and Co. (\$1). The author is Clare Barnes, an art director for a New York advertising

agency, who has had ample opportunity to observe the foibles of his assorted uncaged business associates. Last fall Barnes got the idea for his book while gazing at some advertising layouts which used animals in human attitudes. From a batch of several thousand animal photographs he selected 80-odd for use in the book, and he tagged the appropriate

captions on them over one busy weekend in the country. Nobody in his office has seen this collection yet, but Barnes insists the characterizations are not peculiar to his own experiences. The antics and general orneriness that he has illustrated, he says, can easily be found in any office larger than a shoe-shine parlor, and anywhere from New York to Singapore.

SALON-SAFE FOR HAIR THAT TENDS TO "FRIZZ"

SALON-SMART FOR EVERY HEAD

If your hair is so *extra dry* that ordinary home permanents tend to make it frizzy...or so wiry-textured that most home waves make it unmanageable...here's good news for you!

With the new, improved Richard Hudnut Home Permanent you can be confident of silky-soft, easy-to-manage "salon-type" waves no matter what the texture of your hair. The secret? You use the same type preparations...even the same improved cold wave process...found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. *If you can roll your hair on curlers, you'll manage beautifully!*

There isn't a more luxurious, softer, more natural-looking home wave for *any* head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross-section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved!
Richard Hudnut
Home Permanent



SPEAKING OF PICTURES

CONTINUED



"SHOESHINE, BOSS?"



NIGHT WATCHMAN

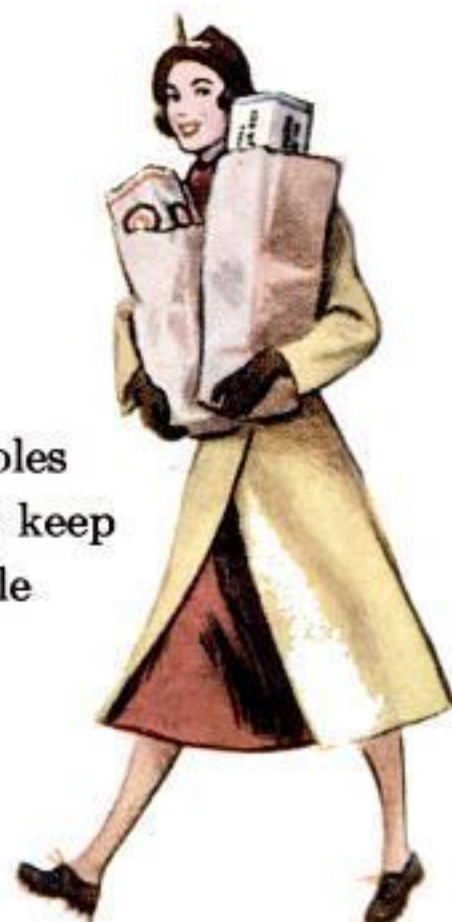
Rugged Comfort

for everybody!



Toughest thing on my beat are my **LUG** Soles. They wear like steel, yet feel like cushions on my feet.

Give me sure-footed **LUG** Soles on my walking shoes. They keep my feet dry and comfortable in any weather.

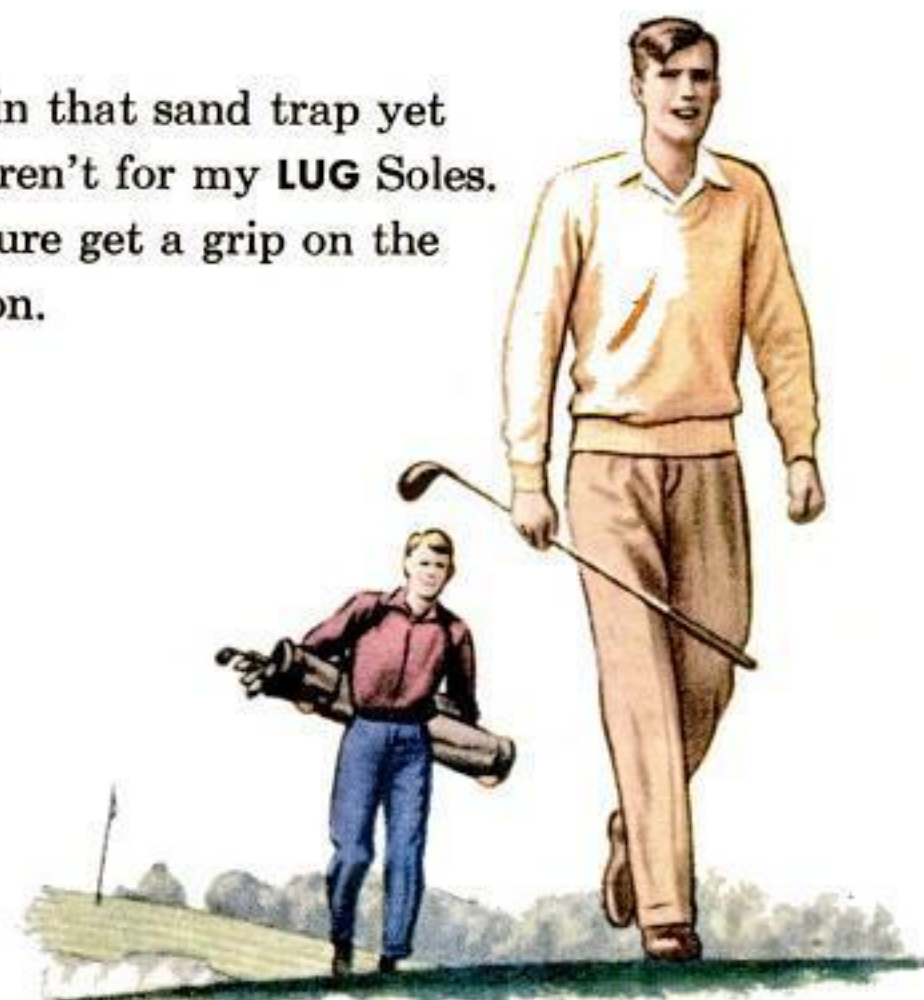


Wearing **LUG** Soles is like putting a carpet on those hard plant floors. I like their rugged comfort without excessive weight.



All the gang are walking on **LUG** Soles for sports and knock-about activities. They're one style you can't wear out.

I'd be in that sand trap yet if it weren't for my **LUG** Soles. They sure get a grip on the situation.

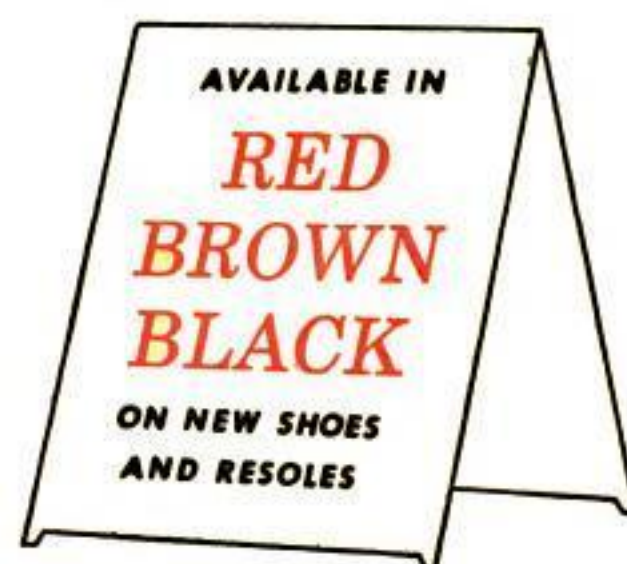


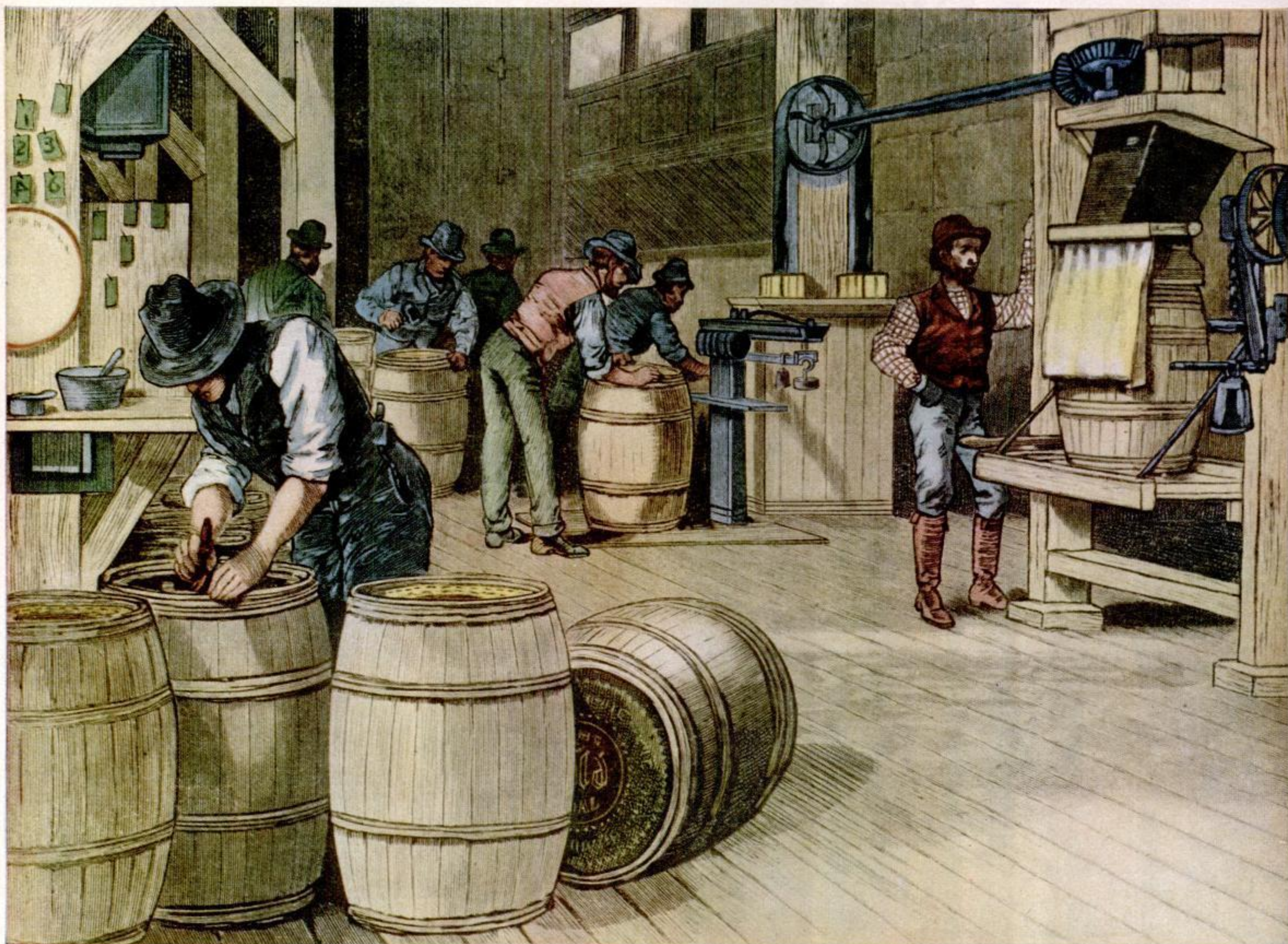
We think you'll like "The Greatest Story Ever Told"—Every Sunday—ABC Network

LUG SOLES

by **GOOD YEAR**

THE GREATEST NAME IN RUBBER





Like to see our baby picture?

Here it is, right from the General Mills family album—an engraving of our Minneapolis flour mill in the 1880's. No masterpiece, perhaps, but to old-timers in the company it's a reminder of some good things they've seen happen since "the good old days."

- **Shorter hours.** They've seen their work day shortened four hours.

- **Higher wages.** They've seen their paychecks steadily grow. Today, on the average, our flour mill employees earn $2\frac{1}{2}$ times what they did in 1928. And they enjoy the extra security of the company's comprehensive Retirement System and Health Association.

- **More jobs.** Also since 1928, they've seen thousands of new jobs created, and watched the number of employees on the payroll jump from 3,750 to over 12,000.

- **Collective bargaining.** They've seen the development of their international union of milling industry employees, the American Federation of Grain Millers (AFL), and the

establishment of true collective bargaining between their union and General Mills.

How has all this come about? Through a typically American brand of teamwork on the part of a great many people: the research experts who develop useful, reasonably-priced new products for your convenience . . . the stockholders who invest their savings in better production tools . . . the farmers who grow the raw materials . . . the men and women in our plants who produce so efficiently . . . and their labor organization which balances its zeal on behalf of its membership with understanding and awareness of the American economic system.

This same kind of teamwork, so characteristic of our free American economic system, is being practiced by millions of men and women in thousands of enterprises throughout our nation. It has given us Americans the world's highest standard of living.

And the best is yet to come, if we all keep on working together.

"We all live better today because of the American brand of teamwork. Collective bargaining in good faith is an important phase of that teamwork."

—SAM P. MING, President
American Federation of Grain Millers (AFL)



General Mills, Inc., Minneapolis, Minn., makers of Wheaties, Kix, Cheerios, Bisquick, Softasilk Cake Flour, Gold Medal "Kitchen-tested" Enriched Flour, Betty Crocker Soups, Apple Pyequick, Ginger Cake Mix, Crustquick, PurAsnow and Red Star Enriched Flours, Larro Feeds, Bakery Flours, Tru-Heat Iron, Steam Ironing Attachment, PressureQuick Saucepan, Packaging Machinery, Vitamins, Special Wheat, Soy, Durum and Oat Products

Betty Crocker is a trade name of General Mills, Inc.

TIME TO

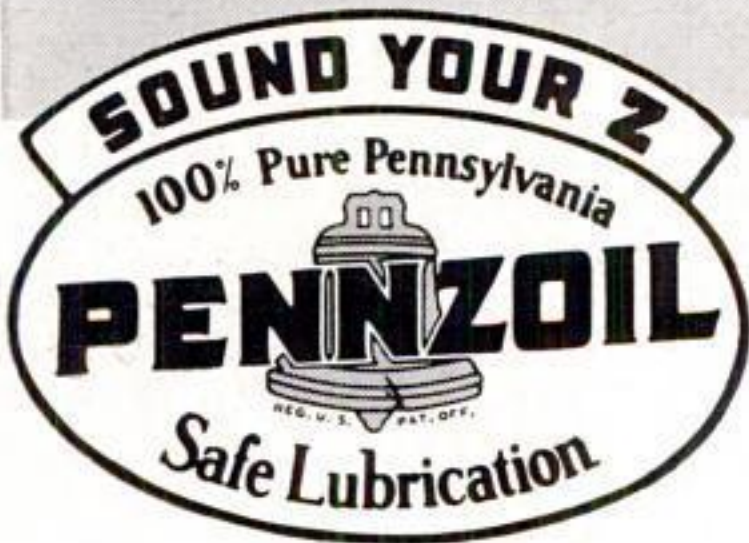
**CHANGE
OVER!**



For Summer Safety,
**DOUBLE ACTION
PENNZOIL**
MOTOR OIL

**FLows FAST
STAYS TOUGH!**

Safe warm-weather driving calls for instant, lasting lubrication... Get them both with double-action Pennzoil. Change for summer now!



At this sign of better dealers, coast to coast

*Registered Trade Mark Member Penn. Grade-Crude Oil Ass'n., Permit No. 2
Tough-film PENNZOIL* gives all engines an extra margin of safety

LETTERS TO THE EDITOR

MARY MARTIN

Sirs:

Enclosed is a snapshot of the birthday party guests of my nephew, Donovan McCall, taken in Weatherford, Texas about 30 years ago. In the center front you see barefoot Mary Martin, who was overheard to say, "When I grow up, I am going to be the leading lady on the stage. What are you going to be, Lenora?" Lenora answered that she was going to marry and raise babies. Mary then proceeded to remove her shoes and do a toe dance for the crowd.

Mrs. GEORGE A. McCALL
Weatherford, Texas



● Lenora is the dark-haired girl standing between Mary (center) and Donovan, whose birthday party it was. Now Mrs. Morris S. Sands of Weatherford, Texas, she has two children. So has Mary Martin.—ED.

GOD'S UNDERGROUND

Sirs:

Thanks to LIFE for the fine editorial, "God's Underground" (LIFE, April 18). Few people are in the position to deal secularism the telling blows so much needed as are LIFE's editors. Here is one reader who sincerely hopes you will be able to multiply your blows. Coming from the secular press they will be exceedingly hard to stop.

ADOLPH KLOTH
Evangelical Lutheran Pastor
Fremont, Neb.

Sirs:

... I respect your religious views; but you have many readers, I am sure, who feel that if religion is to play the part in modern life that it should, the emphasis must be on man not God, on earth not heaven, and on service not prayer. Call this secularism if you must.

JOHN S. GRIFFIN JR.
Indianapolis, Ind.

Sirs:

For the sombre spectacle of Godlessness in Soviet Russia, the blame which rests on Communism must also be shared by the Orthodox Church which in the days of the Czars was the handmaiden of power and privilege. The Russian people were, and still essentially are, a deeply religious folk. But they were betrayed by their "popes" and the princes of their Church.

JOSEPH KRIMSKY, M.D.
Huntington, W. Va.

VAN EYCK

Sirs:

You cannot imagine what it was to me to find the Ghent polyptych in full color in your April 18 issue.

I have been trying to get it for years

CONTINUED ON PAGE 22

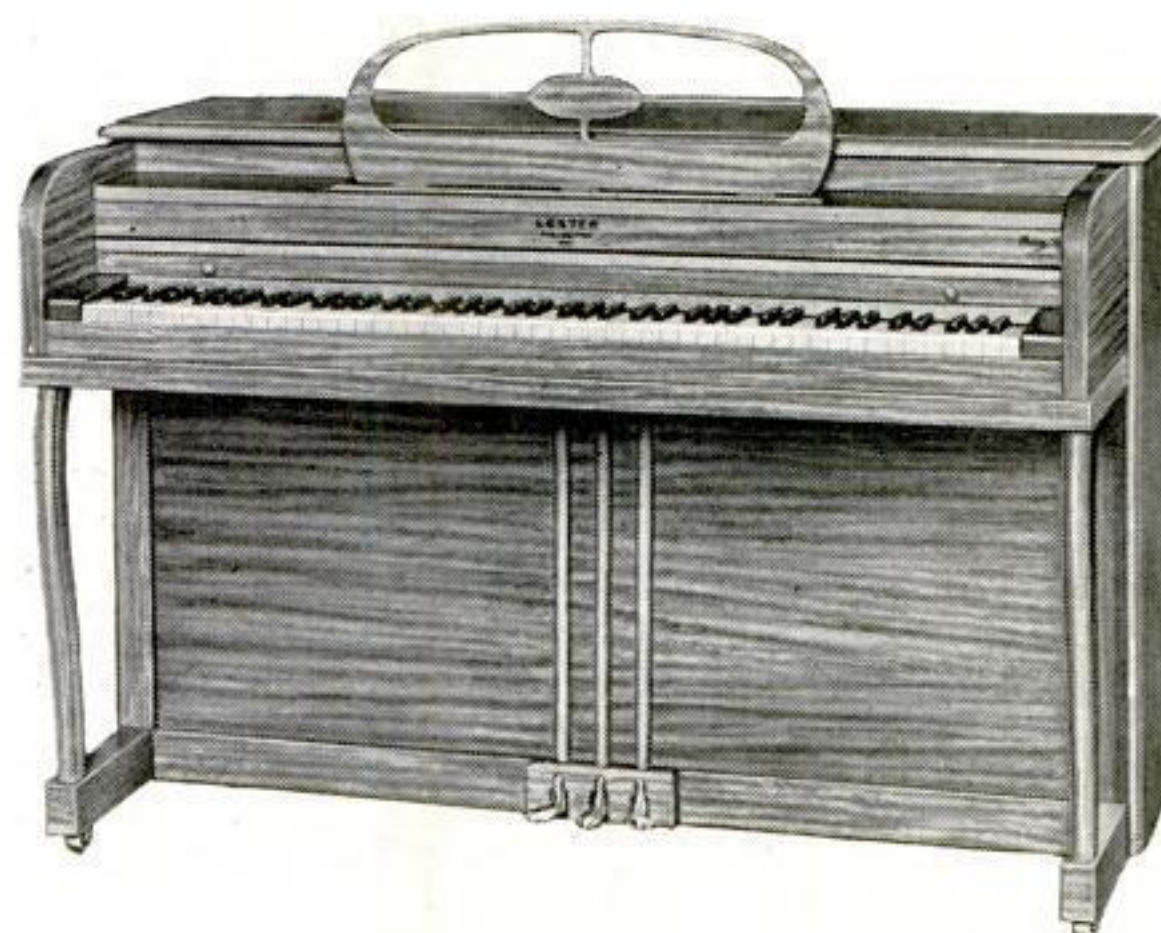
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for true playing pleasure

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Racing Car Can Thunder
Over ½ A Mile Of Track
... But In Only

TWO SECONDS



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Is Ready To Go
To Work!

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To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



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***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

LETTERS TO THE EDITORS

CONTINUED

in color. The only part I got was the central portion—the "Adoration of the Lamb."

And suddenly LIFE comes to the rescue and gives me a glorious reproduction of the whole thing. Curiously enough this April 18 issue is further enhanced for me by giving views of fog over my birthplace, Hitchin, Hertfordshire.

MARIAN GOODMAN

Ann Arbor, Mich.

Sirs:

Congratulations on the color reproductions of the Van Eyck altarpiece, so beautifully presented in your issue for April 18!

In this connection, I should like to correct and amplify your account of the wartime vicissitudes of this celebrated masterpiece.

As a monuments officer stationed in Germany, I assisted in the removal of the altarpiece from the Alt Aussee salt mine. The altarpiece was taken to Munich by truck. From Munich, in a plane specially designated for the purpose by General Eisenhower, it was flown to Brussels.

THOMAS C. HOWE JR.

San Francisco, Calif.

Sirs:

... In 1945 I flew from nine to 15 crates of paintings from either Nuremberg or Munich to Brussels, from there to be delivered to Ghent. The guard that accompanied the paintings told me that one was known as the *Mystic Lamb*. Your statement that the paintings were trucked from Salzburg to Ghent is incorrect.

CECIL ALBRIGHT JR.

Burlington, N.C.

YALE'S BEARDS

Sirs:

Those pictures of the Harvard undergraduates welcoming Monty Woolley (LIFE, April 18) sure took me back—back to 1942 to be exact.

In that year Monty Woolley arrived in New Haven to act as consulting director to the Yale Dramatic Association, which was producing *The Frogs*, by Aristophanes. As a publicity stunt,



we arranged for the Pundits (an undergraduate group sponsored by "Billy" Phelps) to don false beards and derbies, meet Mr. Woolley at the station and take him to dinner at Mory's.

The enclosed picture is one of many taken that day which appeared in New England newspapers, some of which, it appears, have avid readers in Cambridge, Mass. ...

DAVID BOFFEY
Yale '43

New York, N.Y.

EFFINGHAM TRAGEDY

Sirs:

Seeing the pictures of the Effingham hospital fire (LIFE, April 18) I feel deeply stirred over the heroic sacrifice of that student nurse, Fern Riley. I think her act of kindness and sense of duty deserve a lasting memorial. May

A word to the wives

GORDON likes solid colors...
and the best I find are SUPERBA'S

Sheila MacRae



Gordon MacRae... Singing Host of the ABC network program, "THE RAILROAD HOUR."

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MEDICO V. F. Q. (VERY FINE QUALITY)

Rich-grain imported briar Pipes. Wide variety of shapes. With 10 filters ... \$2

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MEDICO

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S. M. FRANK & CO., INC., 5th AVE., N. Y. 22

CONTINUED ON PAGE 24



How many sides to a baby?

Every baby has hundreds of different characters!

There's the chuckly look . . . the thundercloud expression . . . the heartbroken, tragic side . . . one for every minute of the day!

And it's a smart parent who lets an expert Professional Photographer capture and record the tenderest facets of this miniature personality.

Every time the photographer snaps the shutter, you'll have another impish image of your youngster to add to your heart . . . another priceless picture for his fans and admirers.

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in velvet..

but you won't be swimming alone!
Not in this Cole of California velvet
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to the water like a seal...comes out
rich and beautiful. And the sheath
design, like every Cole, fits as if made
personally for you...the whole back
is figure-molding Matletex*. There's
no fabric like this velvet by Crompton
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Try it on at your favorite store.
Crimson, aqua, black...\$17.95



*Cole's own original process of shirring with Lastex
Copr. 1949, Cole of California, Inc., Los Angeles 11

LETTERS TO THE EDITORS

CONTINUED

I suggest that the new hospital Effingham is planning be named after her—the Fern Riley Hospital?

GEORGE REUAL

Chicago, Ill.

SIRS:

WE ARE ALREADY BEGINNING TO RECEIVE CONTRIBUTIONS FROM SOME OF YOUR MILLIONS OF SYMPATHETIC READERS EAR-MARKED FOR THE EFFINGHAM HOSPITAL FUND BEING RAISED TO BUILD AND NAME A NEW NURSERY IN HONOR OF FERN RILEY.

J. WM. EVERHART
GEL L. DEHN
CO-CHAIRMEN

ST. ANTHONY HOSPITAL FUND
EFFINGHAM, ILL.

HURRAH FOR HEDONISM

Sirs:

We are deeply shocked at the tirade directed by letter writers (LIFE, April 11) against your excellent article, "The Happy Life of a Cuban Correspondent." Can it be that some of LIFE's pious readers have so little confidence in the merit of their own philosophies that they fear contamination from the activities of a man who makes no attempt to hide same? We have always assumed that the less apparent evils are the most dangerous.

We should like to go on record as protesting that a great many of the world's problems could be solved by such a wonderfully "hedonistic" approach. Our only worry is that Mr. Wallace will attract so many disciples that some of us might be excluded.

DAN LUCIER
MARTIN KLASS

Arizona State College
Tempe, Ariz.

ELKO

Sirs:

My God! Can there be men like those in your Elko County story (LIFE, April 18) who, in these times, boast that "in 1946 I sold a thousand head of good steers . . . at the highest price ever paid up to that time. . . . Last year I sold a thousand head for just twice as much."

As producers of a major sustenance food, beef, they should hang their heads in shame, or at least have the decency to avoid "bragging" about their swollen profits. . . .

F. J. HILLMAN JR.

Pittsford, Vt.

ARTIST'S CHASE

Sirs:

In LIFE, April 11, you printed John Singer Sargent's portrait of Boston's famed Mrs. Jack Gardner. Ellery Sedgwick, former editor of the *Atlantic*, in his autobiography, *The Happy Profession*, tells an anecdote that never appeared in the biographies of Artist Sargent or art-collector Mrs. Gardner.

Mr. Sedgwick was a student at Groton in the late '80s. The Amory Gardner house was almost on the Groton ground and the students saw something of the famous guests of that home.

Mr. Sedgwick relates that one Sunday morning he hid in the school's gymnasium to skip church and read a book. Suddenly the gym door was thrown open and a lady with the figure of a girl ran in "tossing over her shoulder some taunting paean of escape." A dozen feet behind her came a white flanneled, black-bearded pursuer, panting with laughter. Mr. Sedgwick says the pursuer "was much younger than the pur-

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Give Your Child This Pleasant Laxative

DON'T upset your child with a harsh, bad-tasting laxative. Give him *pleasant-tasting* Ex-Lax and watch him smile! Children *love* its delicious chocolate taste.

Mother, you can trust Ex-Lax. For over 40 years, millions of mothers have used Ex-Lax with perfect confidence. In fact, many doctors use *dependable* Ex-Lax in their practice.

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THE CHOCOLATED LAXATIVE

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Sizes 2 to 18, \$1.39 to \$1.95.
Slightly Higher in the West

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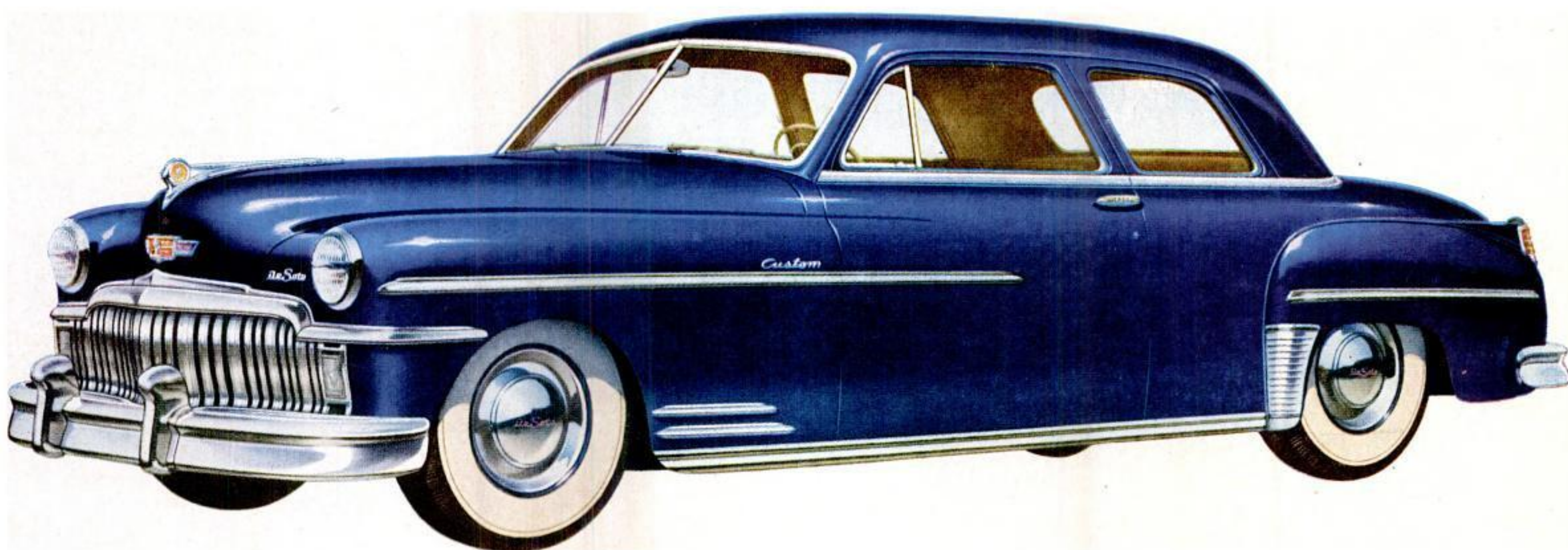
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GUARANTEED BY
Good Housekeeping
IF NOT AS ADVERTISED THEREON

CONTINUED ON PAGE 27

the **new** De Soto

The car designed with **you** in mind



**Here is brilliant modern design
the way you want it...combined
with real spaciousness, dignity
and common sense!**



A FEW MONTHS AGO, De Soto dealers saw this new car for the first time. They went over it from top to bottom. Then they said, "This is what the public wants. This will be the biggest hit in all De Soto history."

They were right. The car designed with YOU in mind is a sensational success because it proves you can have all the beauty of modern design with *more* comfort, not less... *more* safety, not less... *more* visibility, not less.

This new De Soto has a new low, long look. But that doesn't mean that the roof scrapes your hat. It doesn't mean that you have to scrooch down to drive it. It doesn't mean that the steering wheel hits your knees. On the contrary, the new De Soto

is designed to give you more stretch-out room than ever. And you sit on chair-high seats so you can really enjoy the bigger windshield and windows. For this is "the car designed with you in mind."

It's a big car. But you needn't rebuild your garage to hold it. It's streamlined. But you can still change a tire. And a dented fender doesn't call for a major repair bill.

Ride? The smoothest ever. Drive? De Soto lets you drive without shifting. New features? Ask your dealer to show you. Compare the new De Soto with any other car, at any price. Then decide.

Tune in "HIT THE JACKPOT"
every Tuesday night over all CBS stations.
DE SOTO DIVISION, CHRYSLER CORPORATION

De Soto lets you drive without shifting



"Just how frank should you be with a child?"

ASKED ELSIE, THE BORDEN COW



"I'LL TELL YOU how frank you should be!" boomed Elmer, the bull. "Tell kids what YOU want 'em to know, that's all!"

"Come now, Elmer," smiled Elsie, the Borden Cow. "Is that fair to the child—or the parent? Remember the time little Beulah

asked you if you were rich, and you said 'yes'...then, when Beulah told her schoolmates you were a millionaire, the fathers kidded you, and you had to eat your words?"

"Why bring *that* up?" squirmed Elmer. "I was only trying to make the kid feel important."

"Children feel more important," said Elsie, "when



they're treated like grownups. And parents save themselves embarrassment by being just plain honest. For instance, would there be any advantage in my letting Beulah go on thinking that I, personally, made *Lady Borden Ice Cream*? Sooner or later, she'd find out that it took the world's finest ice cream makers to produce this smoothest and creamiest of ice creams!"

"If that isn't dragging Borden's in by ice tongs!" bellowed Elmer. "Suppose you be frank with me, woman, and confess you started this conversation just to talk about Lady Borden Ice Cream!"

"Cross my heart, I didn't!" laughed Elsie. "But



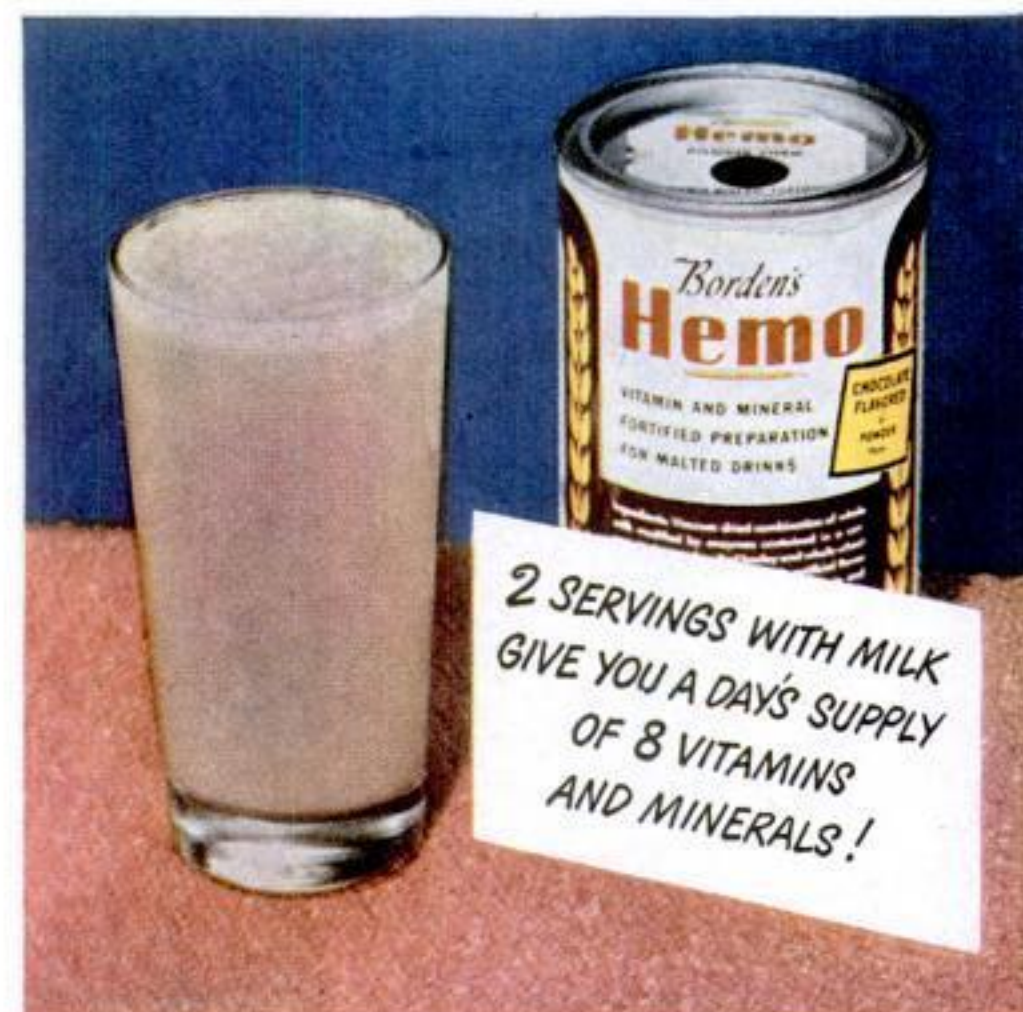
while we're on the subject, I'd like to say that there's never been ice cream like Lady Borden. Its superlative smoothness and out-of-this-world taste comes from superb ingredients, mixed by master ice-cream creators!"



"If you use words like that when you're being *frank* with the kids," guffawed Elmer, "they'll be telling their friends you wrote the dictionary!"

"Don't be silly, Elmer," said Elsie. "I know some mighty important *short* words, too. Here's one of them—*Hemo*! It's Borden's delicious, chocolaty vitamin-and-mineral drink that's so awfully good for children during their *critical* growing years."

"Forget the growing years!" snapped Elmer. "Let's get this frankness business settled."



"I'll be glad to," agreed Elsie. "But I *can't* forget the growing years. For it's just as important to answer children's questions simply and honestly during those years as it is to see that they get enough vitamins and minerals. And, here, I'll point out that just 2 glasses of Hemo, made with milk, supply an entire day's needs of Vitamins A, B₁, B₂ (G), D, Niacin; and the minerals Iron, Calcium and Phosphorus."

"I throw in the sponge!" groaned Elmer. "The kids can't ask me any questions that'll confuse me any more than your Borden's chatter."

"Do I really confuse you, dear?" teased Elsie. "I'm only trying to tell you what everybody knows—if it's Borden's, it's *GOT* to be good!"



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It's a better
twosome...



if... IT'S A
DAN RIVER
WRINKL-SHED
COTTON

Pedal pushers and weskit by Loomtogs, for active life on the double. Dan River's Wrinkl-Shed Dancord practically refuses to wrinkle—seldom needs pressing. Fast color, Sanforized†, washes beautifully. Dan River Mills, Inc.

Grey—tan—green—red
Sizes 10 to 18

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Best & Co., New York
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Charles A. Stevens, Chicago
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*Trade Mark

†Fabric shrinkage no more than 1%

LETTERS TO THE EDITORS

CONTINUED

sued but that did not affect the ardor of the chase. The lady raced to the stairway leading to the running track above... and dashed around it, the ribbons of her belt standing straight out behind her. Her pursuer was visibly gaining. The gap narrowed. Nearer, nearer he drew, both hands outstretched to reach her waist."

Mr. Sedgwick says he realized the show was not meant for spectators, so he slipped out a window. The lady of that Sunday morning's playful chase he recognized as Mrs. Jack Gardner, the gentleman Mr. John Singer Sargent. He adds that this was the same year that Sargent painted the famous portrait of Mrs. Gardner with a rope of pearls around her waist, which is the painting you printed.

SAMUEL R. FRANKSON
Boston, Mass.



SARGENT'S MRS. GARDNER

BAIL-OUT KITE

Sirs:

Concerning your article about the "Bail-out Kite" (LIFE, April 18): I am 12 years old, and last year I made a release device for kites of my own design.

GEORGE BULLWINKEL

Mt. Prospect, Ill.

Sirs:

Your item on the Bail-out Kite is interesting, but a generation late from a news angle. Twenty years ago the perplexed citizens of Bellville, Ohio, were craning their necks toward a sky which showered all manner of knickknacks among their summer drowsings. It turned out to be my husband and a bevy of barefoot buddies experimenting with Operation Kite Drop—quite successful too.

JANE BOLLINGER

San Diego, Calif.

BIG BEN

Sirs:

In "Lights Go Up in London" (LIFE, April 18) you state, "Big Ben gleaming like two moons." In London, Big Ben is not a clock—it's a bell—a 13½-tonner at that.

E. A. HOLMES

Highland Park, Ill.

● Although the name originally referred to the bell, both clock and bell are now known as "Big Ben."—ED.

CONTINUED ON NEXT PAGE

Trailer Living

surges in popularity. Increasing trailer parks offer a new profit opportunity



Completely furnished homes-on-wheels and thousands of woodsy, friendly parks are attracting more and more families who enjoy this closer-to-nature way of life

Charming living rooms, separate bedrooms and modern kitchens make living or vacationing in a trailer coach pleasant and easy. Here is comfortable housing at low cost.

Increasing thousands find the smart built-in furniture and other appointments styled by decorators create the warmth and completeness they've always wanted in a home. Even the newest shower and toilet facilities are available.

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A nation-wide network of modern, T.C.M.A.-approved trailer parks is ready to welcome you. Many are architect-planned. Recreational developments frequently even include swimming pools or beaches.

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There's profit plus pleasure in operating a modern trailer park. T.C.M.A. will give you valuable facts and guidance in starting or improving a trailer park, even to free architect's plans and the professional advice of other experts retained by the Association. Write to Trailer Parks, Dept. L-59, T.C.M.A., Civic Opera Bldg., Chicago 6, Illinois.



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EASY ON THE EYES!

New Universal Beam-O-Lite Iron takes the eye-strain out of ironing!

You'll feel fresh and clear-eyed after a big day's ironing with this new Beam-O-Lite Iron. Its built-in Headlight makes seeing easier . . . beams light around buttons, pleats and ruffles . . . shows up wrinkles . . . speeds you through "fussy" ironing in no time.

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Before another ironing day, see this new wrinkle-less Iron with the Headlight at your Universal dealer's.

CHOOSE UNIVERSAL AND YOU CHOOSE THE BEST!



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LETTERS TO THE EDITORS

CONTINUED

CIRCUS PEEKERS

Sirs:

We object! We're not tourists, we're art students from the Ringling School of Art in Sarasota, Fla. In your April 4 issue of LIFE, under a picture of us you said, "Florida tourists get a peek at the circus."

To prove we are art students, enclosed is a front view of us. In the background is the Ringling School of Art.

BIL BORDY
MARY ALICE BUNCH
JOHN D. MORRELL
SUE GRESSING
EVA BESSEMER
BEVERLY BRADLEY
SKIPPER ROBERTS
ALTON RAPE

Sarasota, Fla.



"LIFE'S" TOURISTS



STUDENTS, FRONT VIEW

ANOTHER ART ROUND TABLE

Sirs:

Because of its lofty aim to take up where LIFE left off, I thought you might be interested in hearing of San Francisco's recent round table on modern art, which was designed as a sequel to the LIFE Round Table on Modern Art (Oct. 11). Unlike LIFE's session, which did not include artists, San Francisco's did invite artists. One of them, Architect Frank Lloyd Wright, did more than anyone else to enliven the meeting, chasing red herrings like a naughty terrier and referring to all the modern paintings loaned for the conference as "just rubbish."

During the first meeting there seemed general agreement on the part of everyone except Wright that creation of a work of art is controlled by eternal principles of truth, of which the artist may not even be aware at the time he is creating. However if it is a true work of art it will accurately reflect truth and other eternal verities. Critic Robert Goldwater led the proposition that new techniques are just the use of a new idiom and that great artists are always ahead of the public in expounding new idioms characteristic of the times.

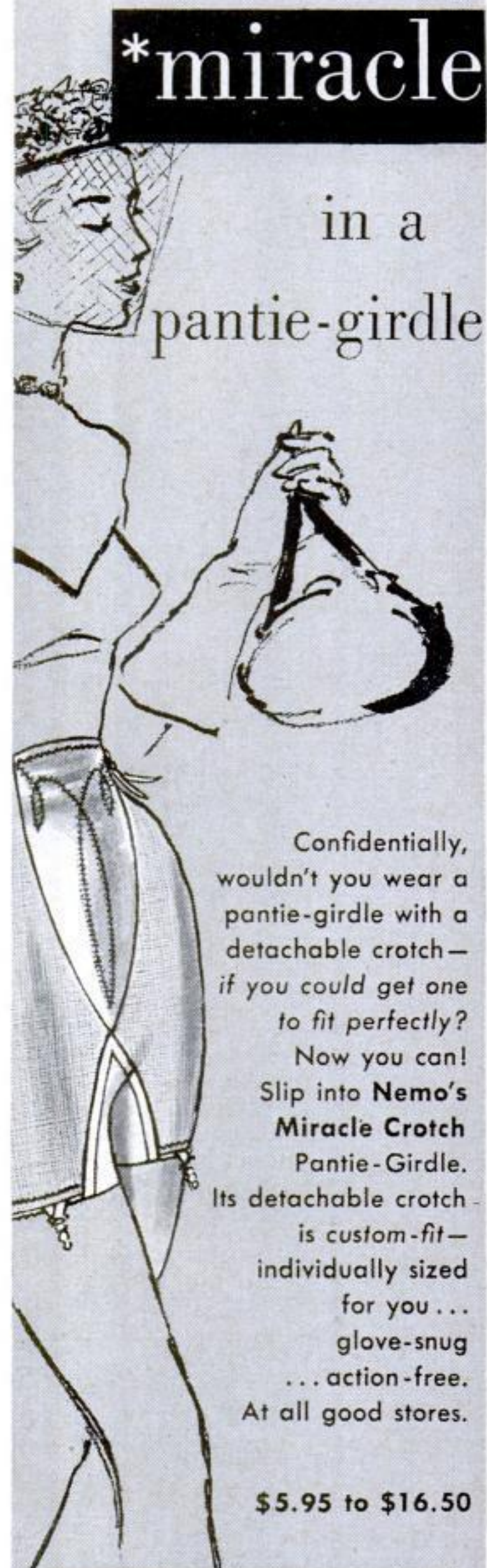
The first session ended with Wright branching off into an attack on Gregory Bateson, the British anthropologist, by stating, "The scientist can never help us draw the line between the curious and the beautiful. The only people who can help us draw that line are the philosopher, the religionist and the artist. Without them we can have no civilization or culture worthy of the name, and that's right where we are now."

At the second session the subject was "Why does the critic criticize art?" The four critics on the panel

A pantie-girdle with
the detachable

Miracle Crotch

that custom-fits where others may
bind or bulge. For
fastidious you, **Nemo** creates a



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Confidentially,
wouldn't you wear a
pantie-girdle with a
detachable crotch—
if you could get one
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Its detachable crotch—

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*MIRACLE CROTCH

the only pantie-girdle with the
custom-fit detachable crotch



p.s. Wear it as a girdle too.
Remove crotch, close hooks and eyes,
and presto—you have a glamorous girdle.

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*Miracle Reg. trade mark Patent No. 2458712

CONTINUED ON PAGE 30



WORK IN THEM . . .

Work all day . . . or walk 10 miles in them, "P-F" Canvas Shoes remain comfortable *always!*



PLAY IN THEM . . .

"P-F" Canvas Shoes prevent needless muscular fatigue—help you play better, *longer!*

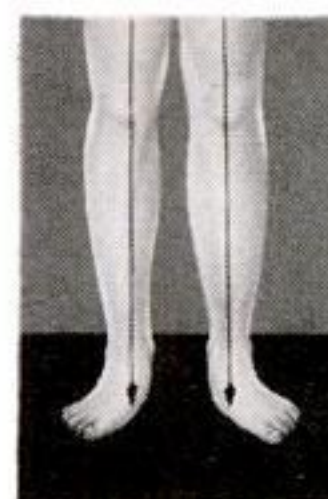
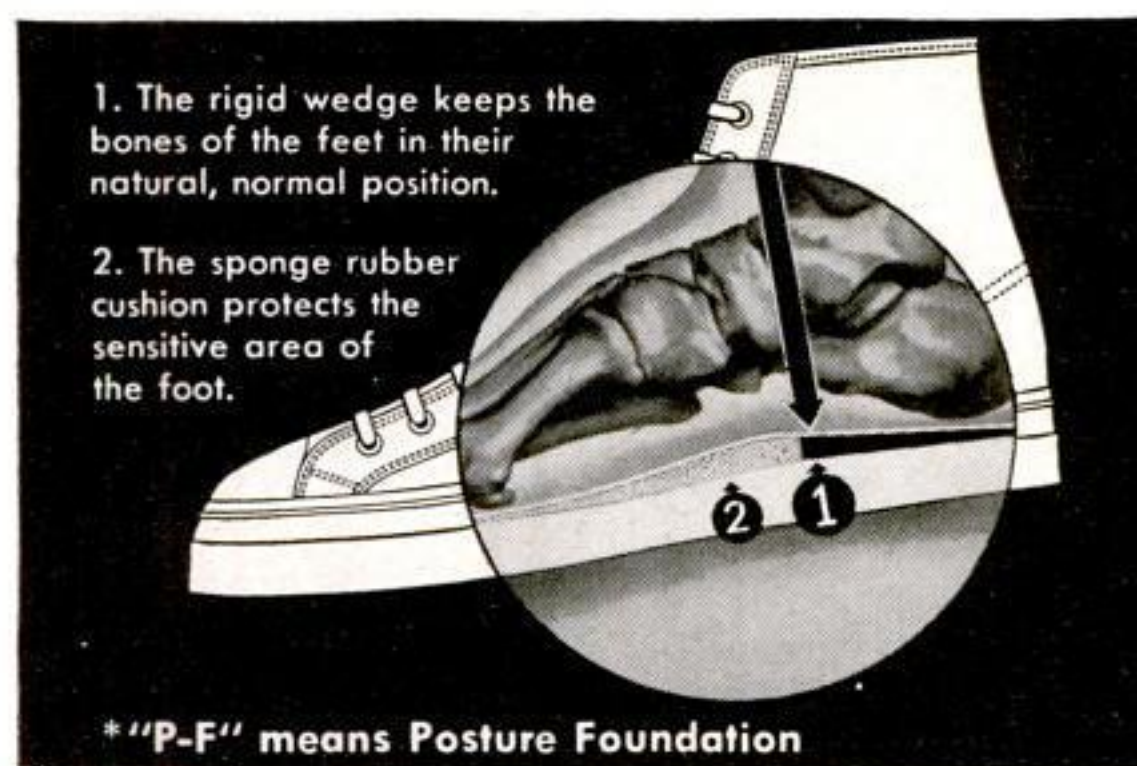


RELAX IN THEM . . .

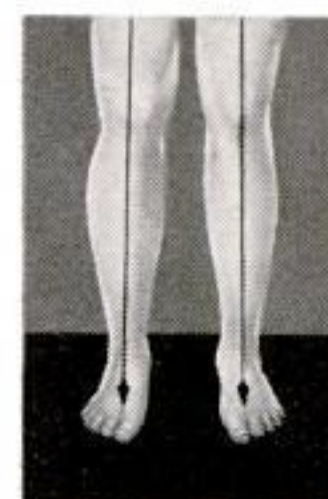
You'd never dream a shoe could do so much for you...until you try your first pair of **"P-F"*** canvas shoes...

See how much more pep you have . . . how much less tired you get . . . what an amazing difference these shoes make in your whole sense of physical well-being. Read the remarkable story of these revolutionary canvas shoes . . . worn by active people of all ages . . . chosen by mothers who guard their children's health . . . and by millions who just like foot comfort.

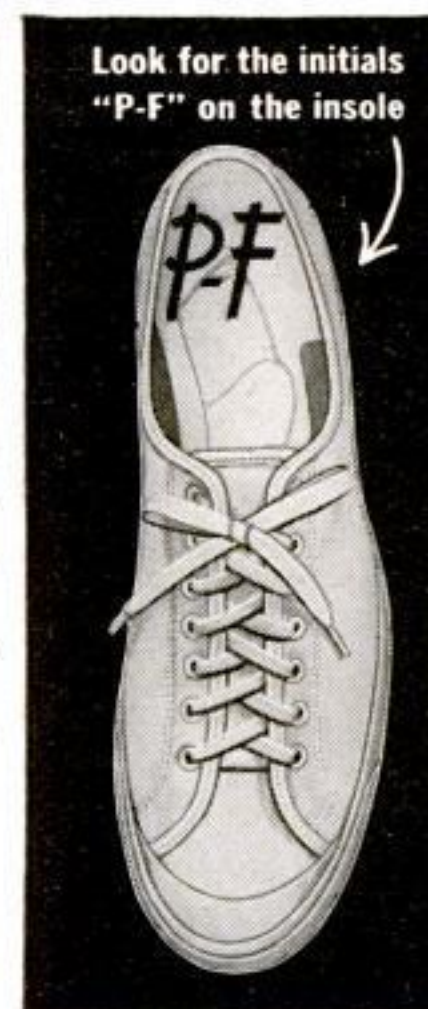
The secret of "P-F" Canvas Shoes is that they actually help to keep the bones of the feet in proper alignment. As a result, you stand better, walk better, feel better all over! "P-F" Canvas Shoes help prevent unnecessary muscular fatigue, encourage better posture for your whole body, and guard against flat feet. This summer get "P-F" Canvas Shoes for yourself and for the whole family. Ask for them by name . . . look for the initials "P-F" on the insole.



● When the body weight falls incorrectly on the inside of the foot, toes tend to point out. Unnatural strain is placed on arch and on leg muscles. You tire more easily.



● The "Rigid Wedge" in "P-F" Canvas Shoes keeps body weight correctly on outside of foot, bones and muscles remain in normal position. Retain your pep longer!



*Trade Mark

"P-F" Canvas Shoes . . .

Made only by B. F. Goodrich and Hood Rubber Company



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REALLY REACHES OUT!



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Model 350P

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(Batteries extra)
Kingfisher Blue
or Jade Green



3-way Model 241P Portable

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LETTERS TO THE EDITORS

CONTINUED

made the point that the critic is a middleman between the artist and the public, helping the public to understand and appreciate art but with no obligation or message to the artist himself. Andrew Ritchie of the New York Museum of Modern Art added that pleasure is an element often overlooked nowadays in art. "The artist's chief duty is to communicate his enthusiasm for his subject."

The artists of the group counter-attacked, Wright again keynoting their viewpoint with the remark, "I have learned to avoid the critic by all means within my power." That meeting ended in a rough exchange. Wright asked, "Why doesn't the critic tell the artist what he should do?" George Boas, a professor of philosophy, replied, "The astronomer can only tell us what the stars are doing, but he can't tell the stars what to do."

Then Ritchie lit into Wright, saying that he thought humility was a necessary quality in both critics and artists and he was distressed to discover that Wright possessed little of it.

By the final session tempers had cooled but so had the discussion. The conference ended with an apparent agreement that the artist must have the right to express what he thinks he should, that the public must have the right to choose what it likes and reject what it doesn't and that the critic must try to help the public understand what the artists are doing.

AL WRIGHT

San Francisco, Calif.

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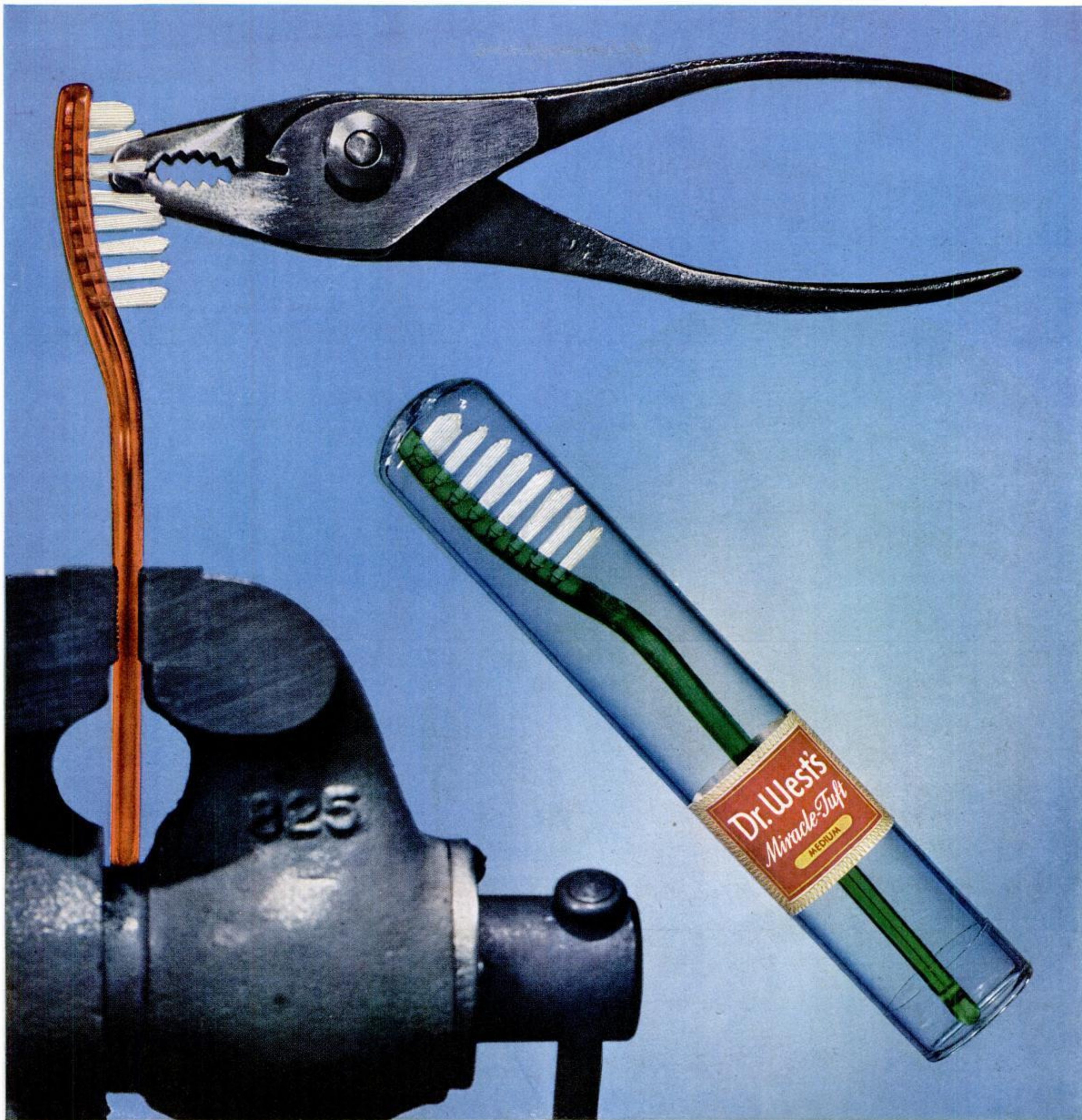
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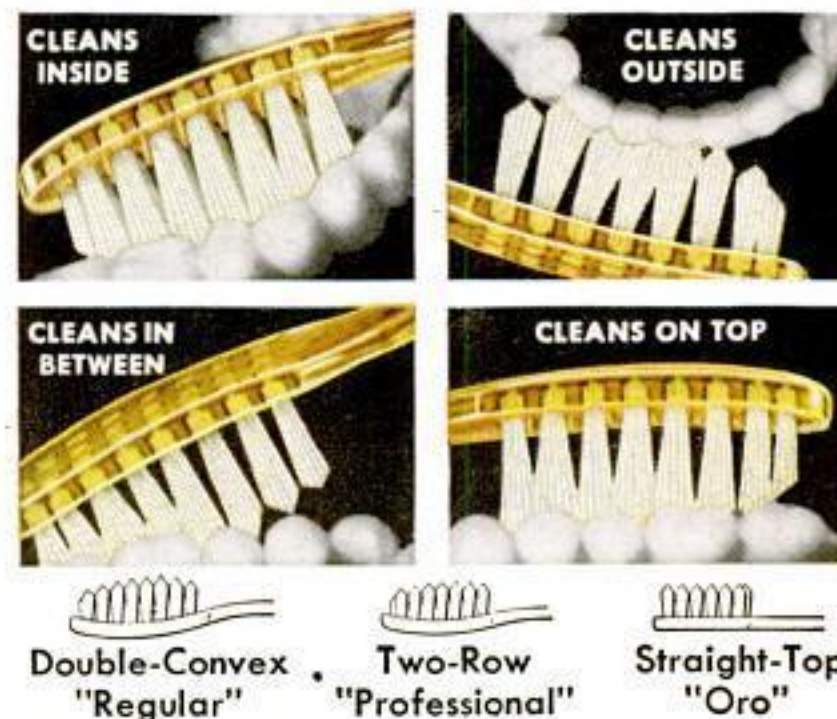
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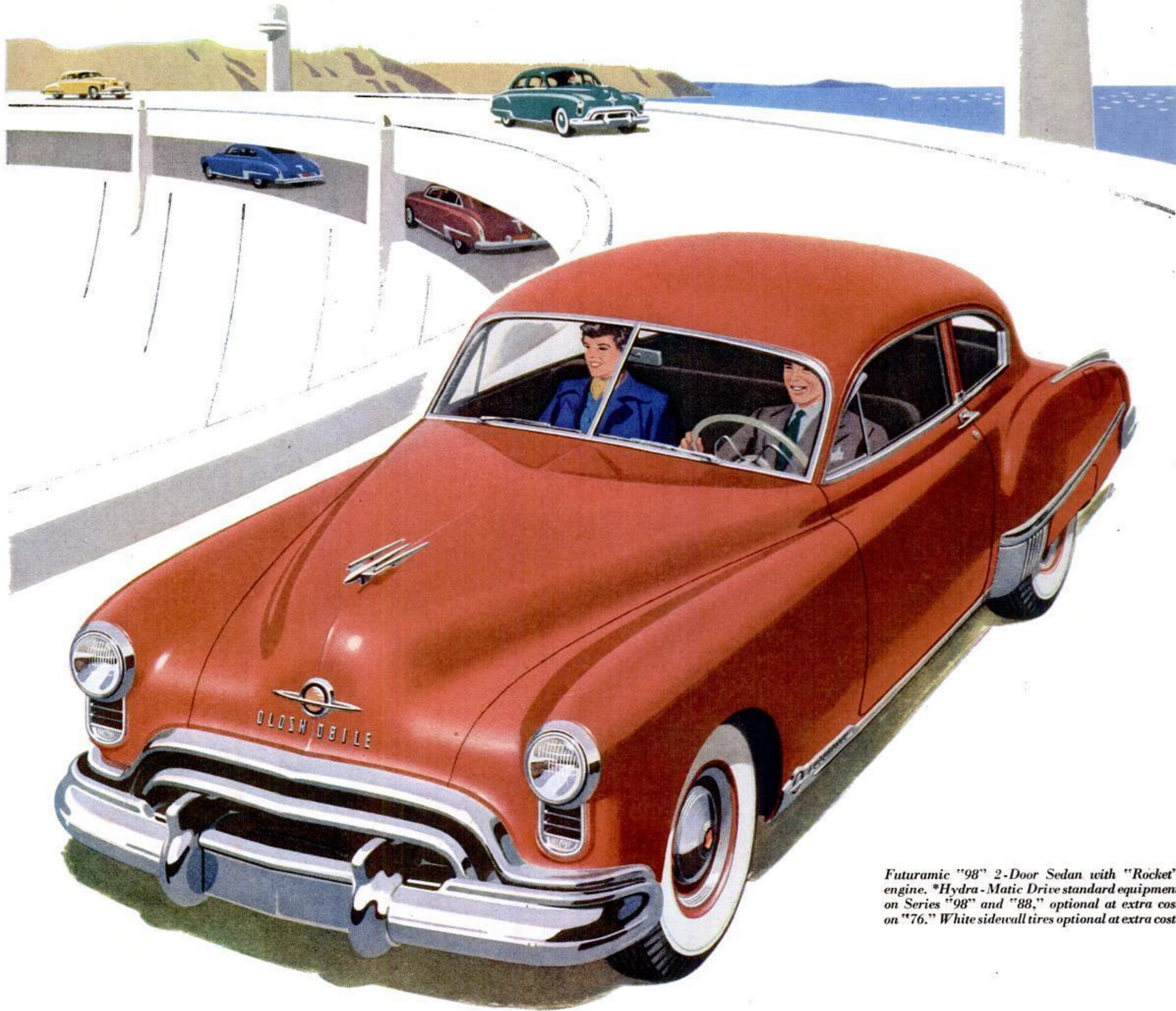
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The New Thrill

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LIFE'S COVER

Already a little tanned by the spring sun, Jane Stone, 19, a sophomore at the University of Missouri, smiles engagingly at camera from the steps of Jesse Hall where she usually meets her boyfriend Dick Schmidt after classes. Jane is a coed, pretty, popular and always cheerful, and at Missouri she is having the time of her life. At Smith, a college for women only, another girl named Janet Trowbridge is also getting an education and having a wonderful time. On pages 67 through 80 LIFE contrasts the two girls and their schools and raises the question—should a girl go to a coed or a women's college?

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THE LOOTING OF NANKING

**Chinese pillage their own capital
on eve of capture by Communists**

In 1937 an advancing Japanese army looted and pillaged the capital of free China. Last week, a little more than 11 years after the original "Rape of Nanking," the city was looted again, this time by the Chinese themselves. Mobs broke into godowns to steal flour, took whatever was loose from the homes of the rich and even ripped the flooring out of the mayor's house. Retreating troops burned the city's fine new railway station and set Yangtze docks ablaze. When order finally was fully restored, it was by the anti-American armies of Communist China.

The doom of Nanking became certain at midnight on April 20, when a Communist surrender ultimatum expired. The next morning the Red armies surged across the Yangtze at a dozen points between Hankow and Shanghai. Near Chinkiang they engaged several British naval units and inflicted severe casualties (pp. 38, 39). The Nationalist leaders in Nanking did not wait to surrender the city. On April 23, with the Communist spearheads 19 hours away, Acting President Li Tsung-jen and nearly all other responsible officials fled south, leaving the capital to the looters and to Photographer Henri Cartier-Bresson, who made the pictures on this and the next two pages.

Onrushing Communists took the city in stride and drove southeast toward Hangchow and east toward Shanghai. By last weekend, when Generalissimo Chiang Kai-shek visited Shanghai for a few hours and predicted eventual Nationalist victory, the Reds were only 35 miles away. Although there were brave new words about "a defense to the last man," the cynics of Shanghai had begun to refer to the city's commander, General Tang En-po, by the disrespectful nickname *Chang-pai Chiang-chung*—"The Ever-Defeated General."

NEXT WEEK:

THE ATOM

A 16-page primer for laymen



AT MAYOR'S HOUSE these two Chinese—a boy and a woman—wrestle heavy radiator toward window while

two other looters look on from outside. Men, women and children joined in denuding homes of departed officials.



THROUGH A NANKING STREET ALMOST EMPTY OF TRAFFIC, BOY LOOTERS DRAG AWAY PIECES OF BEDS AND OTHER BOOTY GRABBED FROM HOME OF AN OFFICIAL WHO



STOLEN FLOUR is carried away by coolies who broke into Nanking's bakeries after police force disappeared. Joggling of flour sacks sifted a trail of flour on the street.



LIVE PIG IS PRIZE of two members of the Nationalist garrison before the retreat from Nanking. To keep meat fresh, they will not kill pig until they are ready to cook it.



FAMILY LOOTING at mayor's former home produces pieces of house itself. The mother (*right*) runs with armful of flooring while children gather up window frames.



FLED CAPITAL AS COMMUNISTS CROSSED THE YANGTZE



A TENNIS-PLAYING CHINESE LEGISLATOR WAITS FOR PLANE THAT WILL TAKE HIM AWAY FROM DOOMED CITY



NORTHBOUND REFUGEES line up at the Nanking docks after deciding to risk return to Red-occupied homes. Peasant woman (*center*) pleads with guard for a ticket.



MIGHTY MA HUNG-KWEI, fat warlord of Ninghsia (*LIFE*, Nov. 1), awaits plane at Nanking. He gave up his plan to kill Communists, joined Nationalist flight south.



DOUGHTY YEN HSI-SHAN, Shansi warlord, smiles after welching on promise to take poison rather than surrender Taiyuan (*LIFE*, Nov. 22). He also fled to Canton.



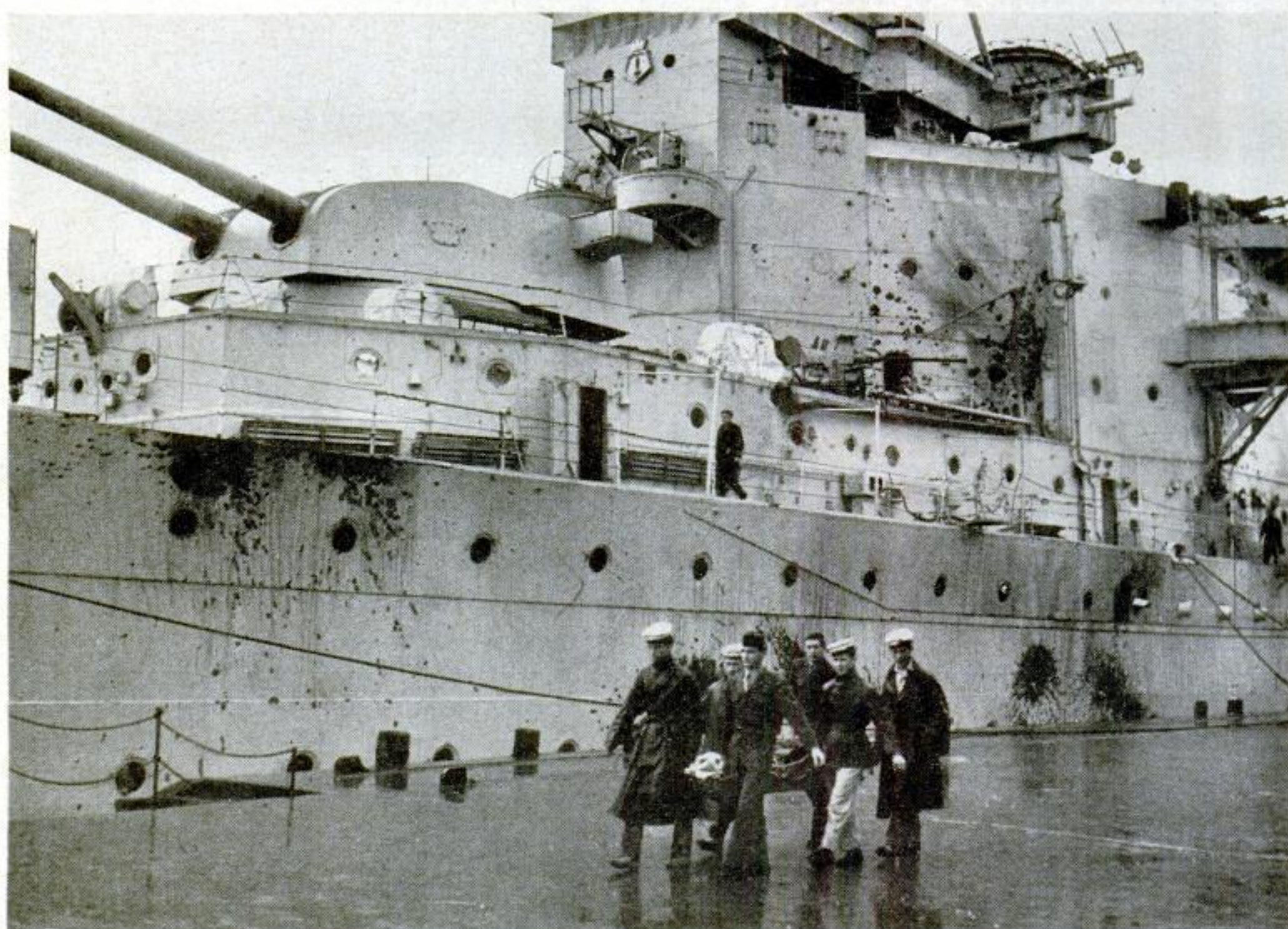
U.S. MARINE ADMINISTERS PLASMA TO ONE OF THE 144 BRITISH CASUALTIES OF THE YANGTZE RIVER BATTLE



A WOUNDED SAILOR ARRIVES IN SHANGHAI BY TRAIN

REDS SHELL BRITISH OUT OF THE YANGTZE

On April 20 the Chinese Communists did something no other Chinese army ever had been able to do. They blew the warships of a Western nation out of the Yangtze river. The battle began when the Communists fired on the British sloop *Amethyst*, en route upstream to protect the embassy at Nanking. Both the destroyer H.M.S. *Consort* and the sloop *Black Swan*, which hurried to the scene, were turned back by intense fire. With the *Amethyst* disabled and many sailors dead or dying, the British dispatched the cruiser *London* from Hong Kong to rescue the wounded and recoup imperial prestige. The Communists met the *London* with shellfire and sent her limping back to Shanghai. Britain had nothing else to send. The U.S. Navy helped succor the 100 wounded and saluted the 44 dead, but with about half its elements still in Tsingtao it was in no position—and no mood—to join in any hostilities. Instead Vice Admiral Oscar Badger moved his ships from the historic Whangpoo anchorage at Shanghai to the Yangtze estuary, out of reach of shore guns.



BATTERED CRUISER, H.M.S. *London*, docks at Shanghai after taking 30 hits from Red guns during vain

attempt to rescue the sloop *Amethyst*, trapped in Yangtze. Stretcher bearers are transferring a wounded sailor.



AT HUNGJAO CEMETERY in Shanghai 23 of the British dead are buried as silk-hatted mourners stand by.

HIS MAJESTY'S NAVY BURIES TWO YOUNG ENGLISHMEN IN CHINESE EARTH →





LUCKY

A reporter and a photographer find a puppy starving beside her mother's body in Texas

Last month Photographer Leonard McCombe and Correspondent John Bryson, in Texas on another LIFE assignment, saw a dead dog and a dying puppy beside a road. McCombe took the photograph at left, then they wired Lawrence Laybourne, chief of LIFE correspondents. All the information they could gather about the puppy, which they named Lucky, is in these messages:

APR 18, 1949

LAWRENCE LAYBOURNE, LIFE MAGAZINE, NEW YORK
HAVE PICKED UP AN ADDED STARTER WHILE WORKING ON
"TYPICAL COWBOY" STORY. SENDING SHOTS BY MCCOMBE ON
DEAD DOG AND PUPPY WE FOUND BESIDE ROAD. MIGHT MAKE
PICTURE OF THE WEEK. JOHN BRYSON 1138A

TIME INC.
PM 3 34

APR 19, 1949

JOHN BRYSON, CARE OF J A RANCH, PALODURO, TEX.
DOG PICTURES FINE. PLEASE SEND RESEARCH SOONEST.
LARRY LAYBOURNE ESK 421P

APR. 21, 1949

LAWRENCE LAYBOURNE, LIFE MAGAZINE, NEW YORK
HERE IS ALL INFORMATION I HAVE. (AM NOW 400 MILES
FROM SPOT) ON EASTER SUNDAY ON TEXAS HIGHWAY 317
BETWEEN MCGREGOR AND BELTON WE SAW DOGS LYING BESIDE
ROAD. IT WAS DUSK AND SUNDAY DRIVERS WERE ZOOMING
HOME TO DINNER, THREE OR FOUR A MINUTE. DOGS WERE
JUST PATCH OF BROWN IN DARK GREEN MASS OF WILD-
FLOWERS, CLOVER AND VOLUNTEER OATS THAT GREW AT EDGE
OF CONCRETE. WHEN WE PULLED WEEDS BACK PUPPY BUR-
ROWED INTO FLANK OF DEAD DOG AND LAY THERE SHIVER-
ING. WE COULD SEE FLEAS CRAWLING ALL OVER HIM. WHEN
WE PICKED HIM UP HE DIDN'T MAKE A SOUND. WE TOOK
HIM TO NEAREST DOCTOR WHO TURNED OUT TO BE DR. A.C.
SCOTT JR. OF TEMPLE. HE WAS AFRAID TO GIVE DOG MUCH
FOOD SO HE MADE A FORMULA OF WHOLE MILK AND WATER.
PUPPY WAS TOO WEAK TO LIFT HIS NOSE INTO THE SAUCER.
WE HELD HIM UP AND HE DRANK ABOUT FOUR OUNCES. THEN
WE COVERED HIM WITH FLEA POWDER AND PUT HIM IN CARD-
BOARD BOX WITH EXCELSIOR. NEXT MORNING HE WAS STILL
ALIVE BUT STILL VERY WEAK. WE PUT HIM IN CAR AND HE
IS DRIVING AROUND WITH US NOW. HE IS GETTING WEAKER
AND REFUSES TO DRINK MILK OR WATER. SINCE WE CAN'T
TAKE CARE OF HIM WILL AIR EXPRESS HIM TO NEW YORK.
JOHN BRYSON 854P

APR 22 1949

JOHN BRYSON CARE OF J A RANCH PALODURO TEX
IS IT LIKELY DEAD DOG WAS PUPPY'S MOTHER? HOW LONG
WOULD YOU ESTIMATE SHE HAD BEEN DEAD? TOO LONG FOR
PUPPY TO HAVE LIVED WITHOUT FOOD? CAN YOU ASK DR.
SCOTT WHAT HE THINKS? ARE THERE HOUSES NEARBY WHERE
PUPPY MIGHT HAVE GOT FOOD? LARRY LAYBOURNE ESK 955A

APR 24 1949

LAWRENCE LAYBOURNE, LIFE MAGAZINE, NEW YORK
NO WAY TO PROVE IT BUT IT SEEMS CERTAIN DEAD DOG
WAS PUPPY'S MOTHER. BODY BADLY DECAYED BECAUSE THERE
HAD BEEN FIVE RAINSTORMS IN TWO WEEKS BEFORE EASTER
AND OFFSETTING TEMPERATURES AS HIGH AS 87 DEGREES.
BUZZARDS ALSO PRESENT. DR. SCOTT SAYS DOG WAS A
SHEPHERD AND HAD BEEN DEAD A LITTLE OVER A WEEK.
IT IS POSSIBLE PUPPY COULD HAVE LIVED THAT LONG.
INCIDENTALLY PUPPY IS A FEMALE. NEAREST HOUSE IS HALF
A MILE AWAY. WILL MAKE TRIP BACK TO MCGREGOR TOMORROW.
JOHN BRYSON 956P

APR 25, 1949

JOHN BRYSON CARE OF J A RANCH PALODURO TEX
GOOD IDEA TO GO BACK TO MCGREGOR. REALIZE IT'S HARD
TO FIND WITNESSES BUT BEAT BUSHES ANYWAY. MAYBE
HIGHWAY PATROLMEN OR SHERIFF'S OFFICE HAD REPORT.
LARRY LAYBOURNE WCA 931A

APR 26 1949

LAWRENCE LAYBOURNE, LIFE MAGAZINE, NEW YORK
FARMER NAMED HOMER SAWYER NEAR TEMPLE REMEMBERS IN-
CIDENT. SAYS HE SAW DEAD DOG, "JUST A GRAY HOUND",
ON ROAD ABOUT TWO WEEKS BEFORE EASTER BUT DIDN'T
THINK ANYTHING OF IT. WILL CHECK HIGHWAY PATROLMEN.
JOHN BRYSON 845P

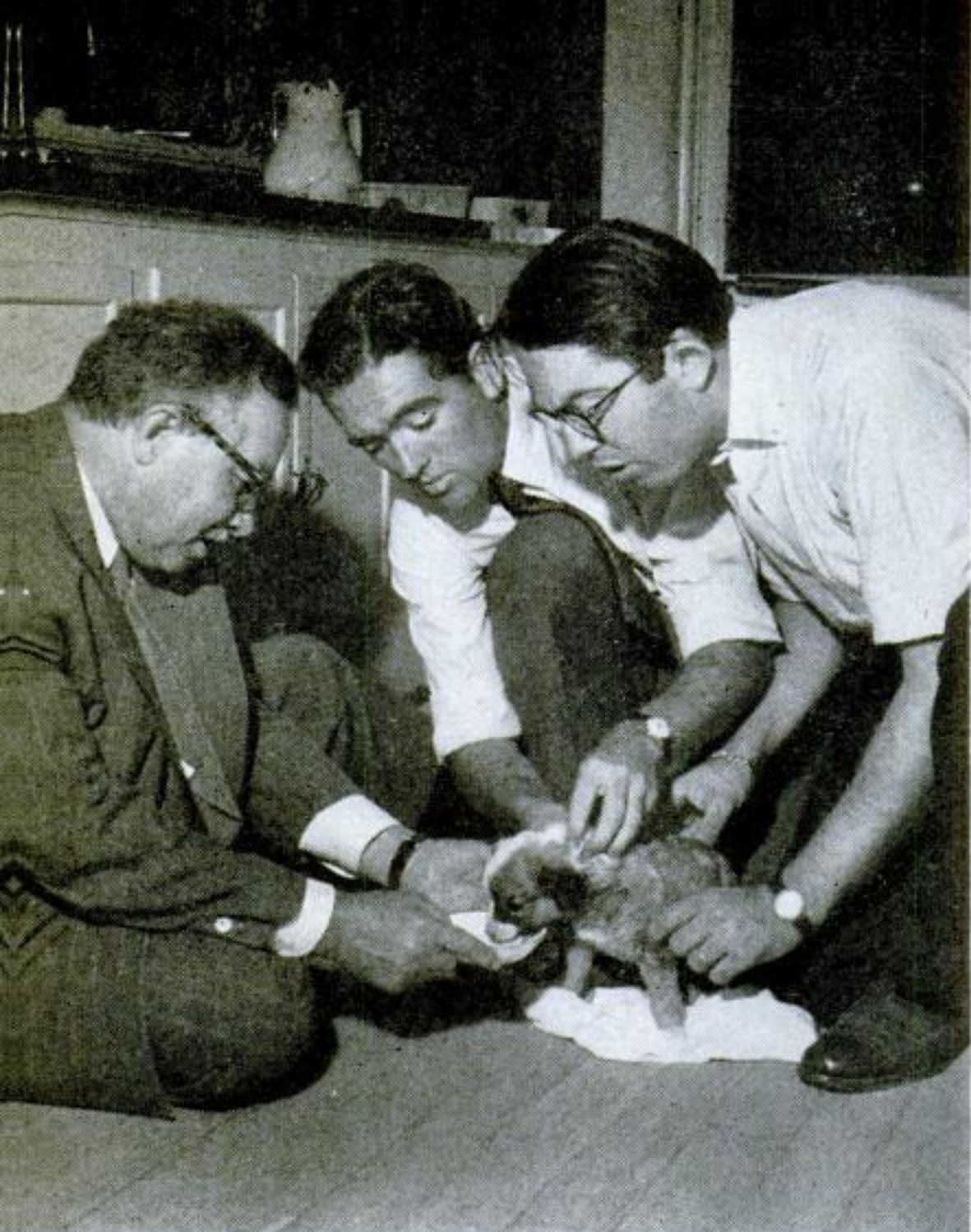
APR 26 1949

LAWRENCE LAYBOURNE, LIFE MAGAZINE, NEW YORK
JUST SAW SOME PEOPLE NAMED MARTIN WHO ALSO LIVE
NEAR THE SPOT. MRS. MARTIN SAW DOG, SAYS "IT
WAS JUST A YELLOW LOOKING CUR DOG LYING BESIDE ROAD.
TWO HIGHWAY PATROLMEN WORK THIS ROAD, AND THEY CAME
BY SOMETIME BEFORE EASTER AND ASKED IF I HAD LOST A
PUPPY. THEY HAD SEEN ONE IN THE ROAD, BUT I DON'T
KNOW IF IT WAS THE ONE YOU ARE TALKING ABOUT. NO,
YOU CAN'T ASK THEM ABOUT IT. THEY WERE BOTH KILLED
IN A WRECK EASTER NIGHT."

JOHN BRYSON 937P

FOR WHAT HAPPENED TO LUCKY IN NEW YORK, TURN THE PAGE

← TOO WEAK TO RAISE HER HEAD, THE PUPPY LIES SHIVERING AGAINST HER MOTHER



IN TEXAS, 20 minutes after finding the puppy beside the road, Photographer McCombe (center) and Correspondent Bryson (right) help Dr. A. C. Scott Jr. feed her.



IN NEW YORK (above) airport employee gets ready to check out puppy (arrow) which arrived in a bushel basket. Below, Veterinarian S. Eugene Herman gives her a bath.



LUCKY CONTINUED

SAFE IN NEW YORK SHE BEGINS TO THRIVE

After telephoning LIFE Photographer Nina Leen in New York to tell her that the weak, bedraggled puppy was on its way to her in a bushel basket, Correspondent Bryson and Photographer McCombe went on with their original assignment. When Lucky reached New York, more dead than alive, warm-hearted Miss Leen began to act as though the world's last surviving dog had fallen ill on her doorstep. She rushed Lucky to a luxurious establishment called the Dog Bath Club (bottom, left) where Veterinarian S. Eugene Herman promptly administered a distemper inoculation and prescribed a diet of milk, Pabulum, chopped steak, lime water, milk sugar and raw egg. Next morning, because Lucky was infested with fleas, ticks and worms, Herman carefully gave her a bath. He estimated her age as about five weeks.

Meanwhile Miss Leen went to Saks Fifth Avenue, elbowed aside the owners of purebred poodles and

Pomeranians, and made a few purchases: a dog basket, a mattress, a leash, a rubber bone, a feeding dish, a rubber rabbit and a collar.

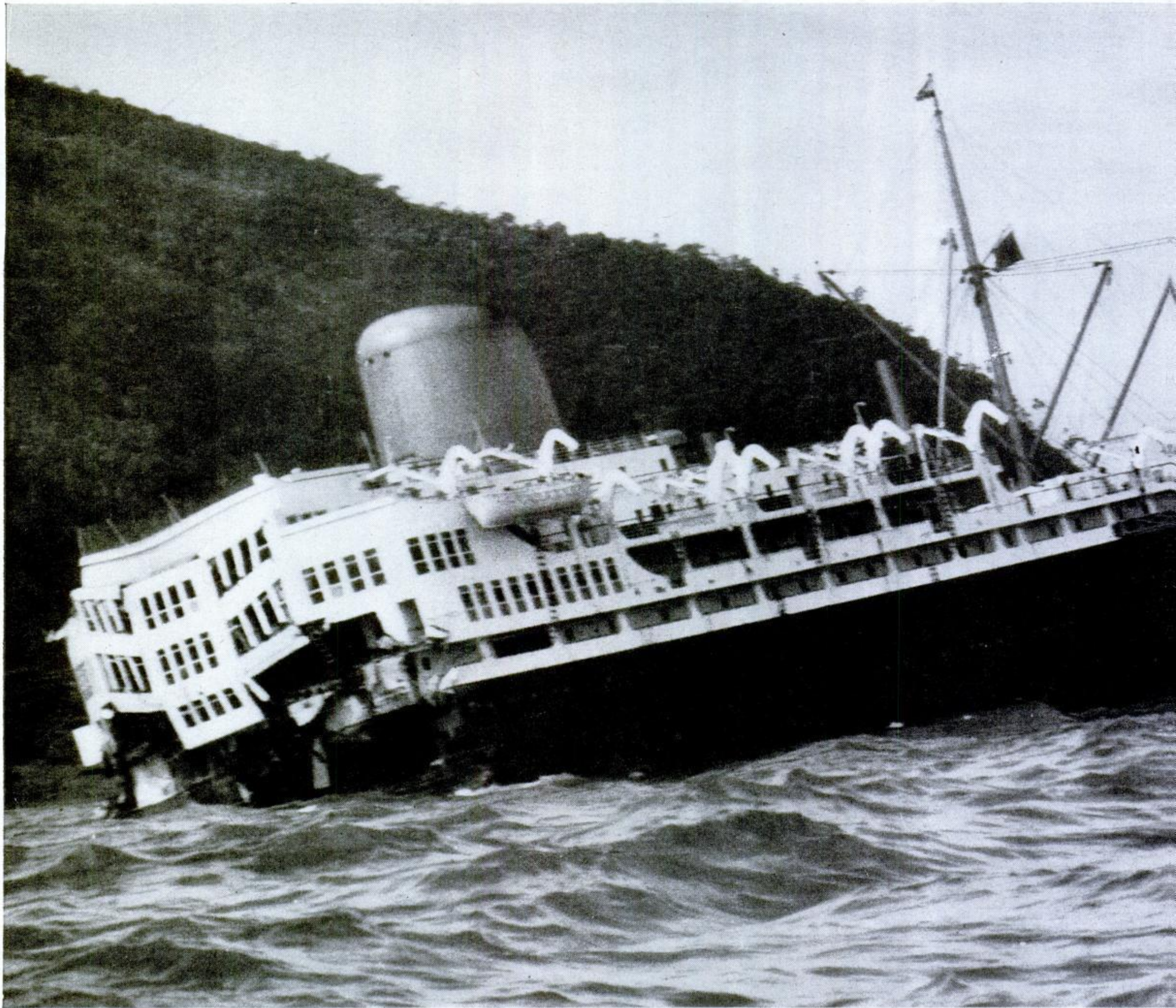
Almost immediately Lucky began to recuperate. She gained weight, her coat began to glisten and, according to Miss Leen, she began to act almost as precocious as a Barnard freshman. The only evidence of this which has thus far been produced is a picture (opposite page) of the puppy gnawing a shoe in what Photographer Leen considers an extraordinarily talented manner. In any case Lucky has recovered from her ordeal and has already begun to adjust to her new environment. As time passes it may turn out that the hygienic rubber rabbit from Saks, decorously nibbled on a bathmat, will not be quite as succulent as a Texas jack rabbit joyfully chomped among the volunteer oats. But Lucky is now safe, well and happy, and will never know the difference.



THE CITY SKYLINE, seen from the 41st Street apartment of Photographer Nina Leen, fascinates Lucky. The

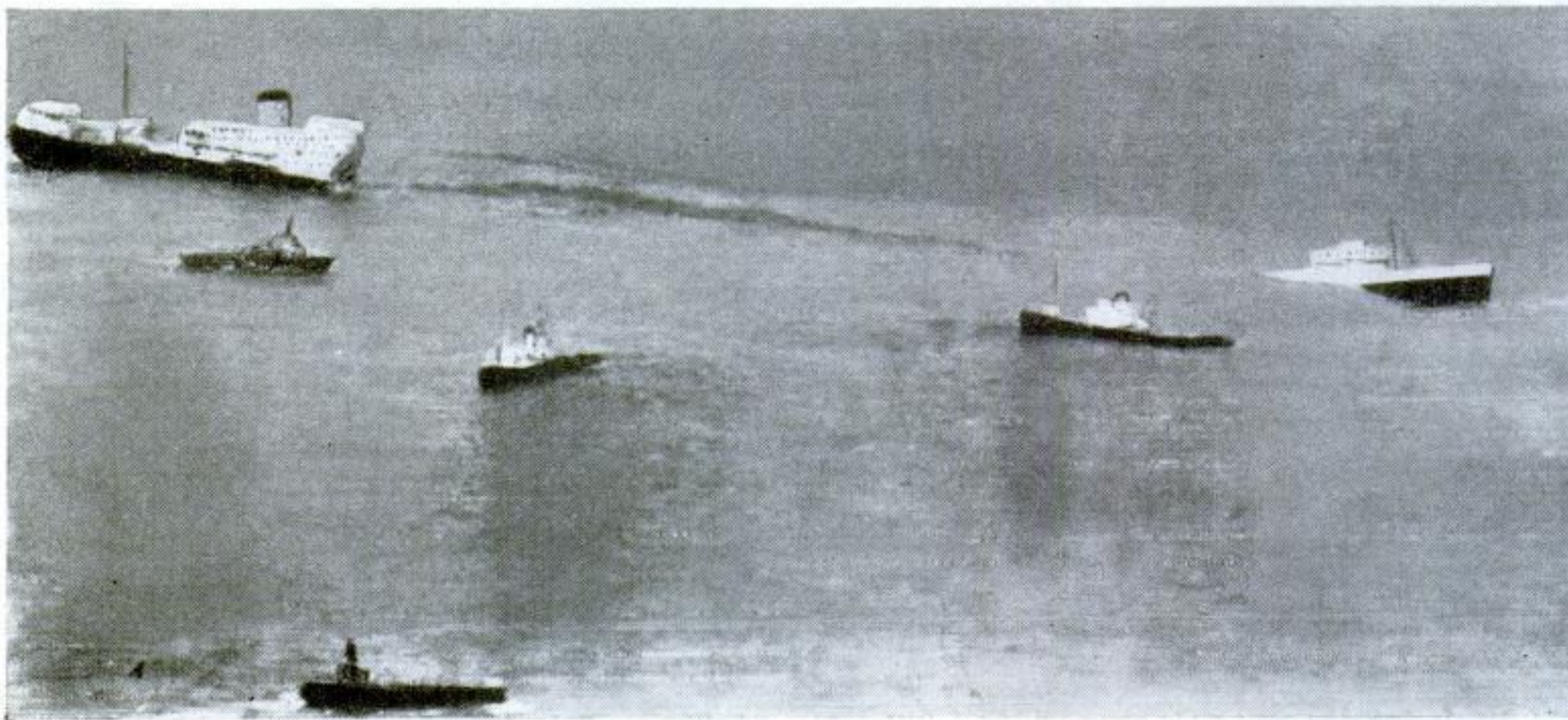
noise of New York disturbs her, but otherwise the puppy seems highly pleased at the quick change in environment.



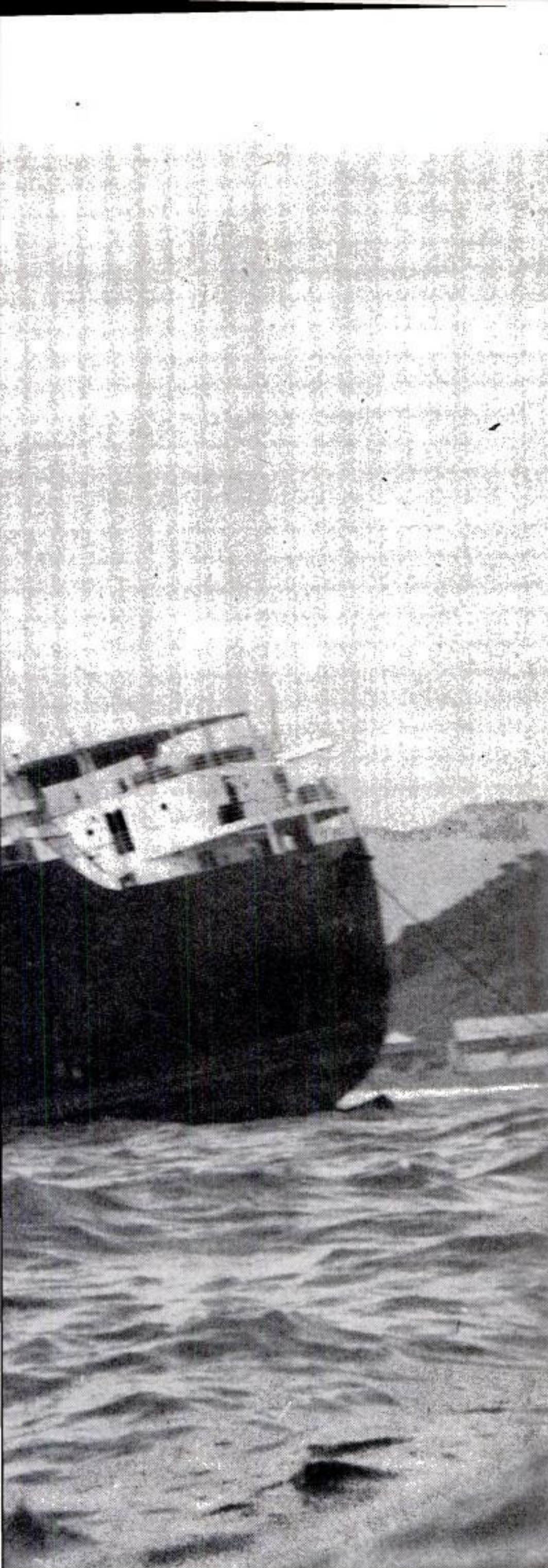


DISASTER AT RIO On April 26 the maiden voyage of the S.S. *Magdalena*, a \$25 million British luxury liner, ended in complete disaster. The day before, she had run aground off Rio de Janeiro. Her 350 passen-

gers had disembarked safely, and it was thought that the *Magdalena* could be saved. But as she was being towed into Rio she suddenly split in two (*below*). The bow sank almost immediately in 100 feet of water, while midsection and stern (*above*) were beached.



CAPITOL CHANGES Navy Secretary John L. Sullivan (*left*), angry over cancellation of proposed super carrier, up and quit and was greeted by former Army Secretary Kenneth Royall, who had just resigned

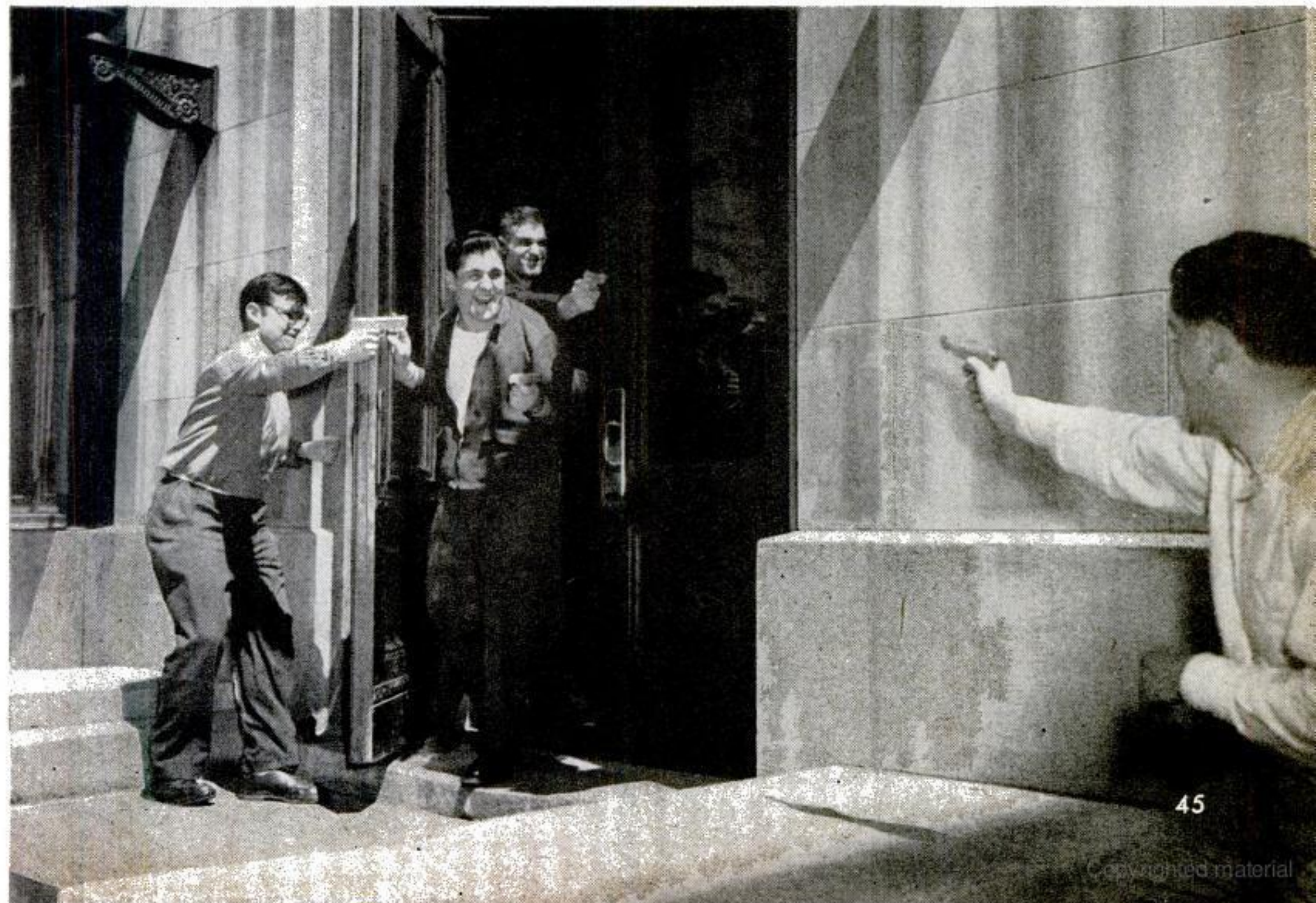


CHILDREN AT PLAY In Des Moines the warmth of spring sent children pouring into the schoolyards at recess time (*above*). The games they played were age-old. They jumped rope (*front*), then stood impatiently in line to wait another turn. They built sand castles (*upper right*) or simply sat gossiping together on the sandbox wall. But because they were too young to have any nostalgia some of them may have wondered why the Des Moines *Tribune* both-

ered to take up nearly half its front page with this picture. In New York the warmth of spring also affected some older children. These were Columbia University students (*below*), who suddenly began to shoot each other, their professors and unfortunate passersby with water pistols. No one knew why. When a reporter telephoned the university to find out, he got hold of an administrative employe who gaily remarked, "Really, they're the prettiest little water pistols I've ever seen. I have one myself."



to practice law. Connecticut's Republican Senator Raymond Baldwin (*right*) jolted colleagues by announcing that he will take a state supreme court job offered by Democratic Governor Chester Bowles (*left*), who can appoint a Democrat to fill vacancy.





ROOSEVELT SMILES TO MAKE A LIVING POSTER ON "PREVIEW" TELEVISION SHOW

THE OLD ROOSEVELT CHARM

F.D.R. Jr., running for Congress in New York City, proves he can turn it on just as well as his father

In New York City's 20th Congressional District last week, a tall, bustling, wide-grinning young man was all over the place, waving big hellos and shaking hands with innumerable housewives, storekeepers, news dealers and shoeshine boys. Franklin D. Roosevelt Jr., 34, son and in many ways the reincarnation of the late President, was starting his political career by campaigning for the seat in Congress left vacant by the death of Sol Bloom. Voters noticed with a certain awe that he smiled the same hearty, toothy grin of his father, even smoked his cigarets with the same cheek-sucking grimace. His conversational voice had more of slang and less of Groton in it, but when he wound up for a full oratorical effort the similarity was amazing. ("When we play records of F.D.R. Jr.'s speeches," one of his assistants said, "sometimes they give people the creeps.") Unquestionably young Roosevelt had political charm; he called it turning on "the old schmoo" and both he and his audiences loved it. New York political observers figured that he would have a hard time in the May 17 election, since he is running as the candidate of the little-known Liberal party in opposition to a strong Tammany man. But win or lose, they expected to see more of him.

ON BROADWAY ROOSEVELT PUTS A FRIENDLY ARM ON A MERCHANT'S SHOULDER



ON A DOORSTEP on 105th Street, Roosevelt nails down the vote of housewife Mrs. Irene Burke. He spends several busy hours a day at this kind of neighborhood visiting.



AT CAMPAIGN LUNCH Roosevelt towers over opponents. From left are Annette Rubinstein, Labor party; Democrat Benjamin Shalleck, Republican William McIntyre.



DELIGHTED AUDIENCE succumbs to the Roosevelt charm as he speaks before the only Tammany club supporting him. As at all his appearances, the women proved to

be his noisiest and most enthusiastic fans. These women in the foreground are laughing because he told them, "Put on your lipstick, girls—they're going to take a picture."

PEACE IN BERLIN?

EDITORIALS

THE PROSPECT IS WELCOME, BUT THE COLD WAR GOES ON

THE TALKING MAN

Louis Johnson, the new Secretary of Defense, has started with a bang. He has quietened if not ended the public quarreling of brass hats who had begun to make the Army, Navy and Air Force look worse than silly. He has shown great powers of decision in killing off a super carrier which the Navy had never satisfactorily justified. But the secretary has one characteristic—an old one—which is going to get him and the country in trouble if he doesn't watch out. He talks too much. Last week his garrulity created an unedifying front-page spectacle. A shadowy "White House caller" who closely resembled Mr. Johnson blurted that New York utilities executive Curtis E. Calder had agreed to become Secretary of the Army, only to have Mr. Calder say in New York that as yet he had done no such thing. Mr. Johnson has large abilities and peculiar aptitudes for his vital and onerous job. It will be unfortunate if he talks himself right out of the Pentagon.

OF HUMAN JUDGMENT

One of our colleagues, a man of mature years, had occasion not long ago to visit General MacArthur in Tokyo. Much impressed, our man afterward got off a remark that we commend to anybody who is called upon to appraise other people. "At my age," our colleague wrote home, "I had to come all the way to Tokyo to learn one simple thing. Never underestimate a man because he overestimates himself."

THE PRAYER OF ST. FRANCIS

For no particular reason except that great words always comfort and sustain, we are moved to quote a famous prayer ascribed to St. Francis of Assisi: "Lord, make me an instrument of Thy peace; where there is hatred let me sow love; where there is injury, forgiveness; where there is discord, harmony; where there is error, truth; where there is doubt, faith; where there is despair, hope; where there is darkness, Thy light; where there is sickness, joy." We like the rest of it too ("It is by giving that one receives, it is by self-forgetting that one finds . . ."), but one line is slightly embarrassing to us—"Lord grant that I may seek to understand rather than to be understood." As journalists, we must continue to hope for understanding, work and pray to be understood.

WE are being told that the Russians are about to end the blockade of Berlin, that the U.S. and Britain are about to end the great airlift and that the Big Four are about to get together again to discuss Germany and perhaps to settle the conflict which is at the core of the entire conflict for Europe. It all sounds wonderfully sane, wonderfully promising. It almost sounds like peace in Europe.

But does it? Or are we being played for suckers? Are we loosening the pressure on the Russians at just the wrong moment? We have been winning, they have been losing skirmish after skirmish in the battle for Europe, and lately they have shown the strain in many ways. The North Atlantic Treaty has sharpened their pains and they desperately seek some means of offsetting it. Is this, then, the time to ease our grip and give them a breather? As the news comes out a lot of people are uneasy—so many that the State Department is somewhat defensive in its explanations.

This reaction should give pause to thoughtful men. The habit of conflict is strong. It can be dangerous. We can become so accustomed to conflict, to sustained tension, that any easement seems strange and wrong. We can lose the habit and the hope of settlement. The conflict with communism is fundamental and inclusive, and by its very nature it must go on until the power-centers of freedom or the power-centers of communism are reduced to impotence. But this burdensome fact does not exclude *local* victory and, following it, *local* settlement. Given strength, wisdom and a little luck, we are not condemned to open conflict everywhere. In the cold war as in any war there are times and places for the good commander to take his gains and rest his troops. Is this such a time? Is Germany such a place?

Secretary Acheson seems to think so. He persuasively argues his view that all that has happened lately brings nearer a democratic Germany "integrated into a new common structure of the free peoples of Europe." LIFE applauds the principle of four-power discussion so long as it does not become a four-power trap. LIFE welcomes the prospect that the U.S. and Britain may be relieved of the Berlin airlift, a necessary and immensely successful device which has been nonetheless artificial, wasteful and costly since it was begun last June. The success of the airlift was in itself a great victory; with care and intelligence, Berlin may well be reopened to normal communication on terms which confirm and cap that victory. If this comes about—there is a possibility but no certainty that it will as LIFE goes to press—our statesmen should be credited with some smart work smartly done. Having done that much, they should then take care not to attempt too much.

Local easement in Berlin is the most that may reasonably be expected or wisely invited at this point in the world struggle. "Settlement" of the conflict for all Germany is not in the cards. "Peace in Europe" is even more unlikely. Our doubts are best explained by comparing the Soviet position on Germany with the position taken on Germany by Secretary Acheson last week. The Soviet position on Ger-

many is and has been altogether clear and consistent: the Soviet Union wants to control all of Germany and to wreck every Western move toward creating a healthy, anti-Communist Germany. At times the Soviets have used lesser issues—local control of and access to Berlin, the dispute over the proper currency for Berlin—to befog the central issue. But the real Soviet objective has never been in doubt. Indeed the Russians themselves have stated it time and again, of course in slightly more subtle terms than those used here. And what has been the chief Russian device for getting and extending control of all Germany? It has been the four-power Council of Foreign Ministers and the agencies of direct four-power control which were once responsible to the council. As LIFE has previously said, the West dealt its most effective single blow and the Russians suffered their gravest single defeat to date in Europe when our statesmen broke out of the four-power system in 1947, thus ending the Soviet veto over every important Western move in Germany. Since then the Russians' topmost aim in Europe has been to regain their access to all Germany through a re-established four-power system. The whole record cries that this is why they want to return "the German problem" to the Council of Foreign Ministers. The whole record cries also that this is why they are willing to lift their blockade and acknowledge defeat in Berlin if by doing so they can get what they so urgently require in Germany as a whole.

In a reasoned address to a convention of newspaper publishers in New York, Secretary Acheson seemed to be well aware of these things. He spoke of "four-power agreement on the German problem" as something possible and desirable. But he also said that "the people of Western Germany may rest assured" that the "basic safeguards" recently guaranteed by the Western powers to the anti-Communist, western German government now in creation at Bonn will be preserved. He said, "The people of Europe may rest assured that this [the U.S.] government will agree to no arrangements . . . which do not protect the security interests of the European community." If these words mean anything, they mean that the Western powers will not and cannot give the Soviet Union what it wants in the Council of Foreign Ministers. They mean that "settlement" without surrender is impossible to the Russians and beyond the reach of the West. If they do not mean this—if Mr. Acheson by his rather wishful references to a "general solution" means that a solution on Soviet terms is conceivable—the Secretary of State ought to be fired. Mr. Acheson in his speech to the publishers said something about the "deep desire" of the American people "for a peaceful and orderly solution" of the German problem. So far, so good. However, let Secretary Acheson and President Truman, who has been heard to hope for settlement of the world conflict within two years, reflect that the American people do not want "a peaceful and orderly" surrender of all that the West has lately gained in Europe. They do not ask it. They do not expect it. They will not stand for it.



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126 square inches!

There's MORE to see today in television
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Television sound is static-free FM
through the famous
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You follow every play—
pictures are locked in tune
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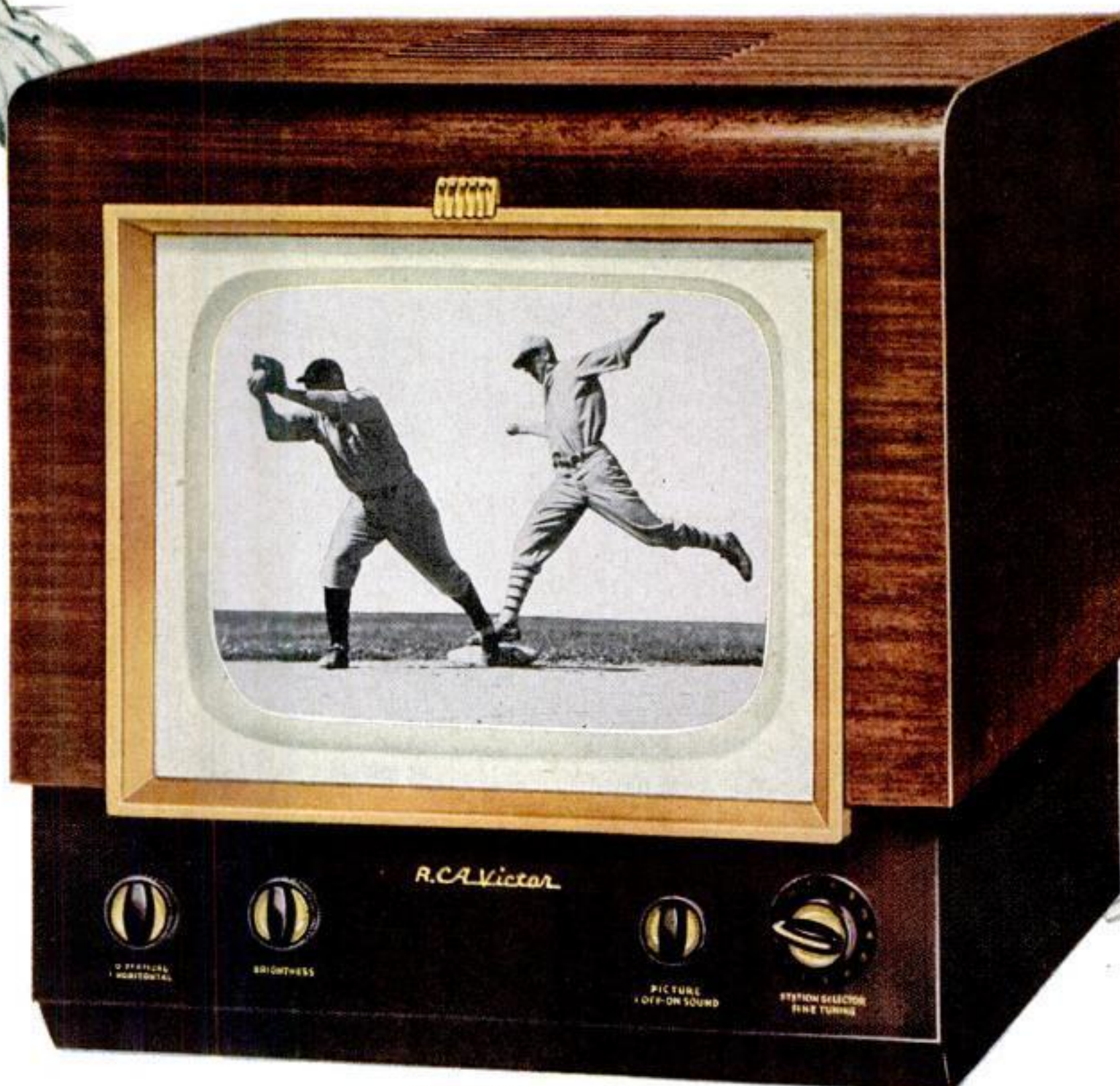


RCA Victor 8T270

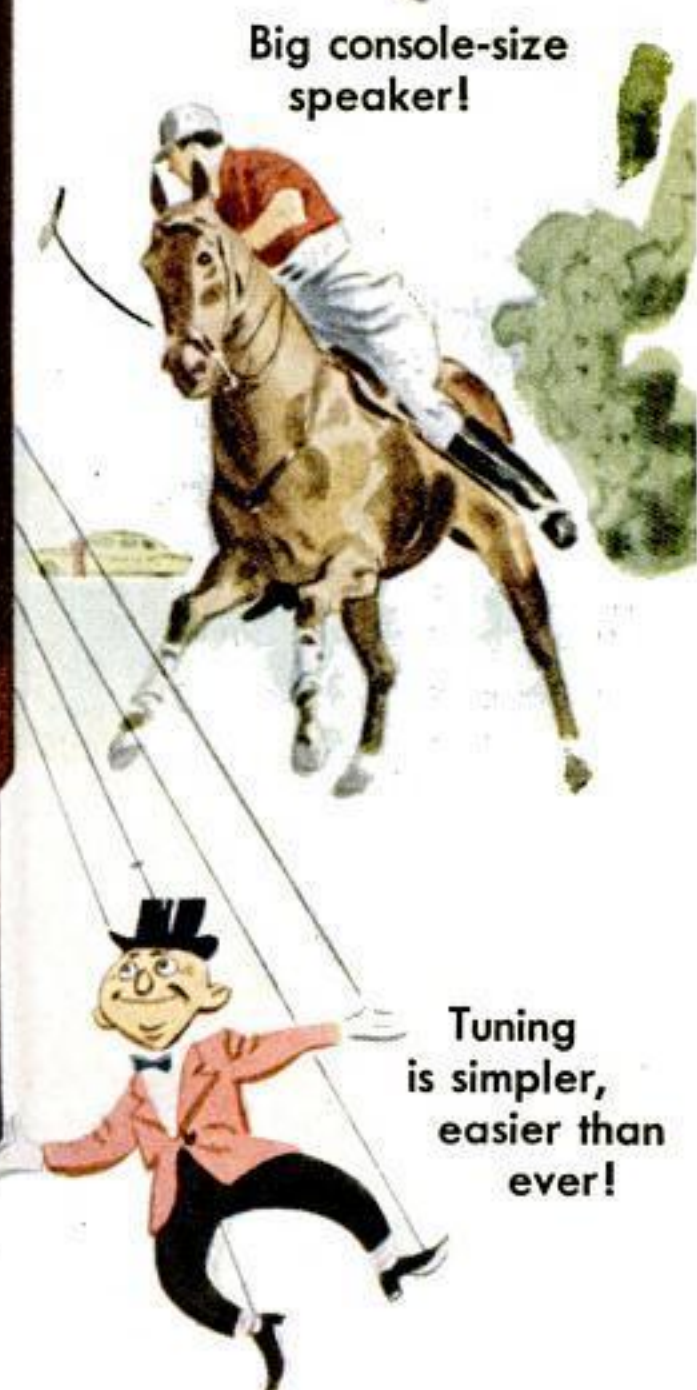
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big. But that's not all! These are
Eye Witness pictures—brilliant,
clear, steady, actually *locked in tune*
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adjust *automatically* to television
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Installation extra*
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Buy the Optional
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Big console-size
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New *Eye Witness* television table
model has AM-FM radio and lovely
matching stand . . . all for the one
low price. Pictures, 52 square inches
big, are *locked in tune* by RCA
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Including matching
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Installation extra*
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Buy the Optional
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EYE WITNESS

TELEVISION

*Installation by experts of RCA's own service organ-
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Contract. This optional Contract also covers all
charges for antenna and it guarantees you a full year
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DIVISION OF RADIO CORPORATION OF AMERICA
WORLD LEADER IN RADIO... FIRST IN TELEVISION



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SEE YOUR LOCAL DEALER'S DISPLAY OF
BEAUTIFUL GIFTS OF SILVER!



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It's still the thing to do...

It's an old tradition to arrange your wedding gifts of china, glass and precious silverware for all your friends to see.

Traditional, too, since 1847, for the most-loved gift of all to be America's first and finest silverplate...



New Double Wedding Ring Chest, \$79.75. 60-piece service for eight provides a bride with 8 basic place settings; 4 serving pieces and choice of 8 butter spreaders or iced drink spoons. No Federal tax.

It's still the thing to own...

For 101 years, American brides have treasured 1847 Rogers Bros. silverplate above all others.

The modern flatware patterns with the yearmark "1847" have an extra high, deep ornament and perfection of finish usually found only in solid silver.

The matching extra pieces, too, have that timeless beauty and enduring quality no other silverplate can equal. A truly exceptional value today. The price is the same as in 1945!



"1847" Holloware in "Remembrance" pattern. Gravy set, \$29.50; Meat Dish, \$24.50; Covered Vegetable Dish, \$29.50; Salt and Pepper Set, \$10.00; Water Pitcher, \$29.50 (Plus Federal tax)

TUNE IN: "THE ADVENTURES OF OZZIE AND HARRIET," SUNDAY, 6:30 P.M., E.S.T., CBS.

1847 ROGERS BROS.

for 101 years
America's Finest Silverplate





Wouldn't you rather
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Fine Blended Whiskey. 90.5 proof. 60% grain neutral spirits. Frankfort Distillers Corp., N.Y.



A FAT DOVE DOMINATES "PEACE" PARADE. MARCHERS TOSSED RED FLOWERS AT COMMUNIST JOLIOT-CURIE, FRANCE'S HIGH COMMISSIONER FOR ATOMIC ENERGY

THE "PEACE" ROAD SHOW HITS PARIS

The party-line "peace" show was having quite a tour. It had opened in Wroclaw, Poland last year and moved to New York last month (LIFE, April 4). Now the curtain was up on the biggest performance yet—in Paris. As usual the producers provided as performers all the stars of international Communism, and they also brought along a large part of the audience. Some 2,000 delegates from Communist parties and fronts seated themselves in Paris' old concert hall, Salle Pleyel, to hiss the villain (the West) and to cheer the hero (Russia).

U.S. Baritone Paul Robeson sang the party line in English (*below*) and made a speech part in English, part in Russian. American Negroes, he swore, never would fight the Soviet Union. Later he excused concentration camps in a "growing state like Russia." Soviet Novelist Alexander Fadeev had some fiction ready about the U.S.: "Drunkenness and corruption," he said, are being urged on the youth as part of the plan to start another world war. Speaker after speaker proclaimed that Russia alone wanted peace (applause). Only Ameri-

can Lawyer O. John Rogge made the *faux pas* of claiming that the U.S. did not want war (boos).

It was a six-day stand, from April 20-25, with banquets (*pp. 54, 55*) and an outdoor rally. To add a "standing room only" air, some 350 people who lacked French visas met in Prague to catch the acts second hand, when copies of the speeches were airmailed and read to them each day.

The Red stage directors were elated. "In good time," they announced confidentially, "we will organize permanent conferences in each country."

AGAINST A BACKGROUND OF DOVES ON FLAGSTAFFS, PAUL ROBESON SINGS RED VERSION OF "OL' MAN RIVER": "SHOW A LITTLE GRIT AND YOU LAND IN JAIL"





Are you really Lovely to Love?

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Have you ever wondered if you are as lovely as you could be—are you completely sure of your charm? Your deodorant can be the difference... and you will never know how lovely you can be until you use FRESH.

FRESH is so completely effective, yet so easy and pleasant to use... Different from any deodorant you have ever tried. Prove this to yourself with the free jar of creamy, smooth FRESH we will send you.

Test it. Write to FRESH, Chrysler Building, New York, for your free jar.



"Peace" Road Show CONTINUED

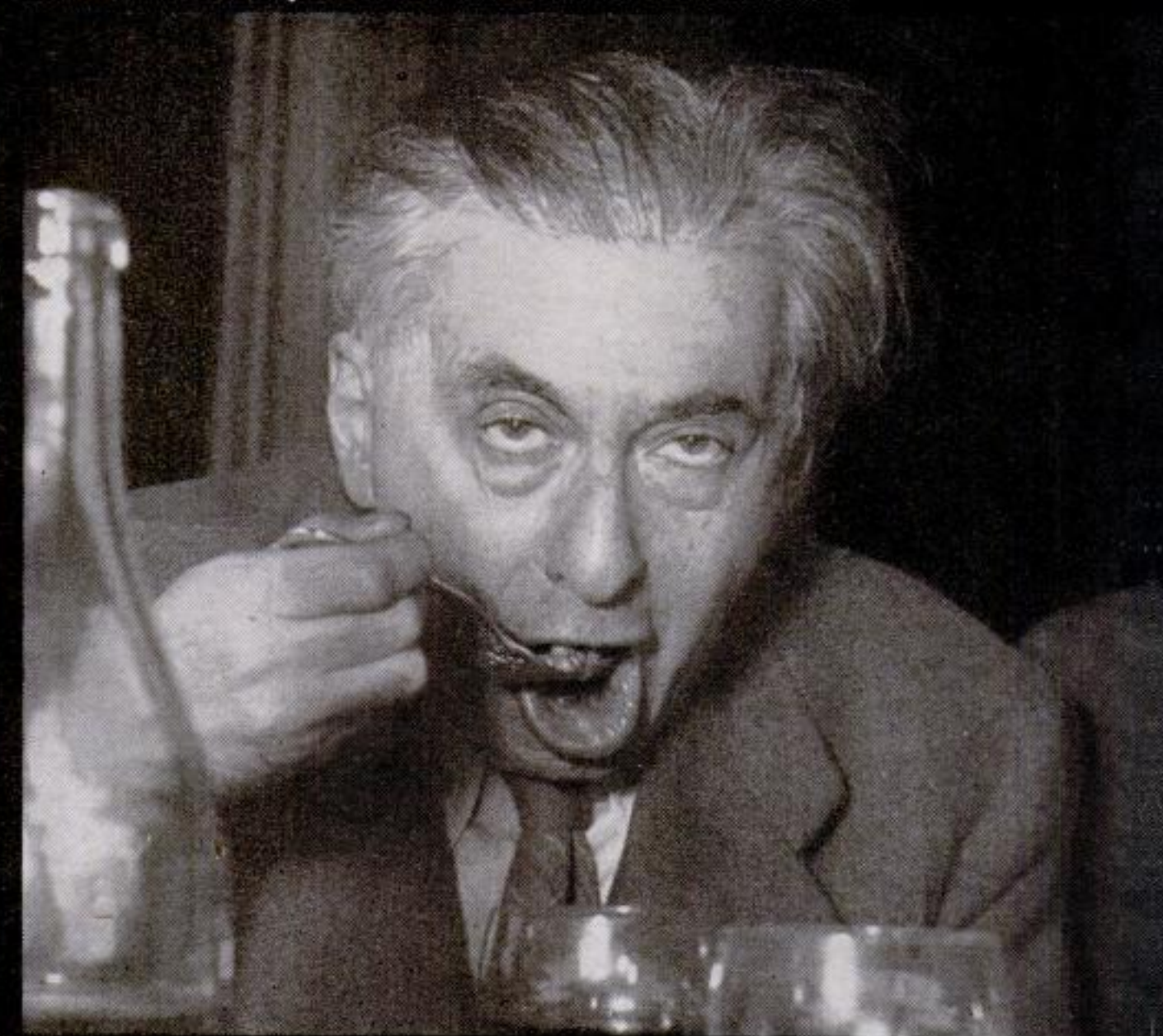
HEWING TO PARTY LINES GIVES



FREDERIC JOLIOT-CURIE, ATOMIC SCIENTIST



KONNI ZILLIACUS, BRITISH MEMBER OF PARLIAMENT

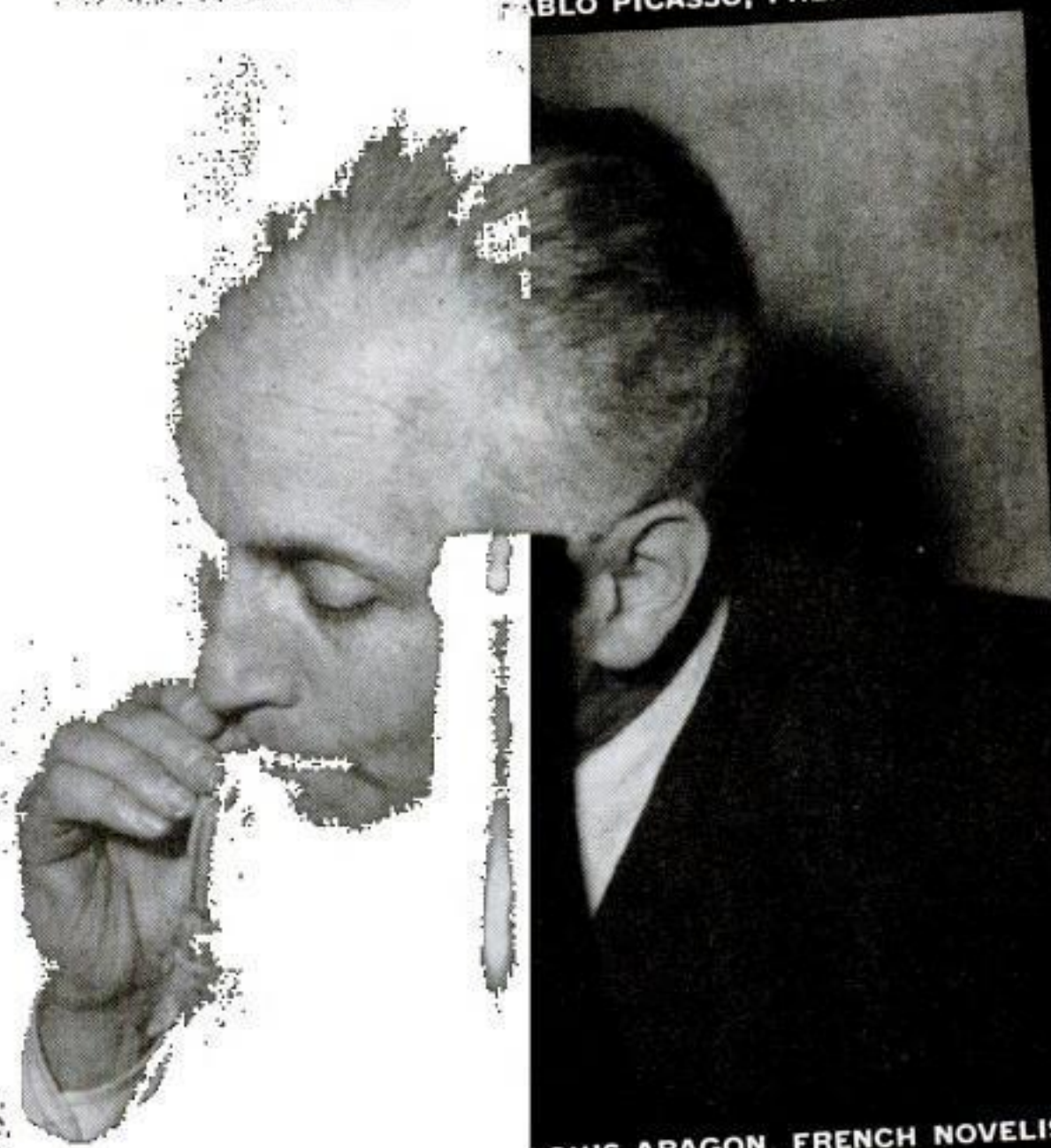


ILYA EHRENBURG, RUSSIAN JOURNALIST

PERFORMERS LUSTY APPETITES



PABLO PICASSO, FRENCH ARTIST



LOUIS ARAGON, FRENCH NOVELIST



NINA Balueva, ACTRESS • RUSSIAN SINGER

CONTINUED ON NEXT PAGE

The Squirt that Washes Dirt

... installed in a
matter of minutes

It's a quick, simple job to install a Trico
Windshield Washer.

You'll use it countless times to keep
the view ahead in sharp focus... to
wash off eye-straining dust and grime.

But you'll thank it most when muddy
road mist or wheel splash alarmingly
blots out all vision. The touch of a but-
ton automatically clears your 'shield.

Important? Four million drivers say so!

(Trico Rainbow Blade shown)



The famous "Two Little Squirts"

\$6²⁵

AND UP
PLUS INSTALLATION

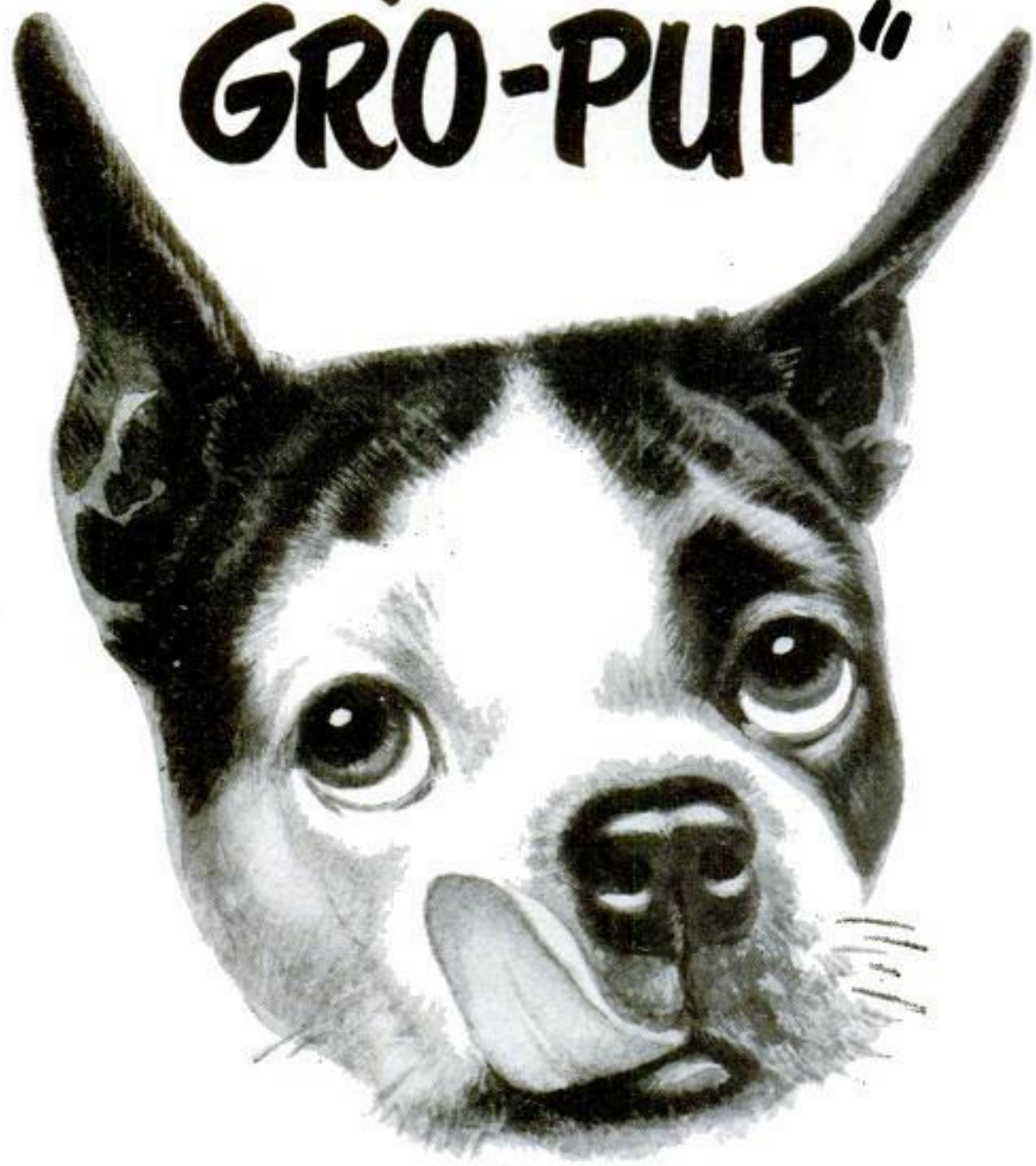
Fourteen makes of cars are factory-piped
for extra-quick installation by car dealers,
service stations or independent repair shops.
Most phone books list Trico installation
stations in the Automotive Classified pages.



Windshield Washers

FULLY AUTOMATIC... NOTHING TO PUMP
Trico Products Corporation Buffalo 3, N. Y.

"Got a yearnin' for GRO-PUP"

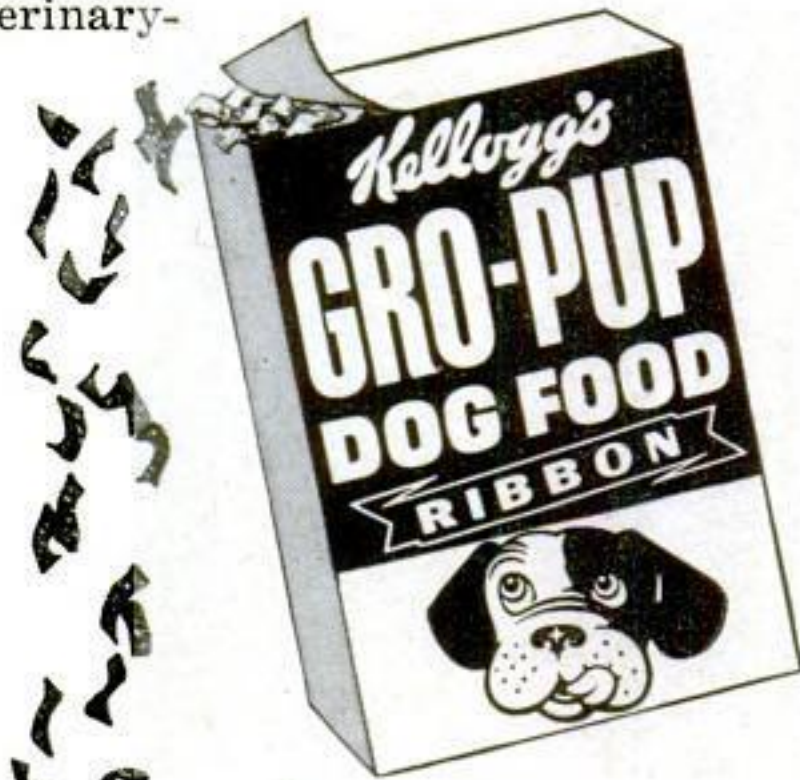


Zingo! He sprints for that dish heaped with "smackin' good," nourishing Gro-Pup Ribbon!

This crisp, Ribbon-type dog food not only *tastes* good but *is* good because it has the top-quality protein that comes from skim milk and homogenized fish. Bone meal, too, in the Gro-Pup formula—23 "dog thrive" ingredients. Yes, every vitamin and mineral dogs are known to need!

Feed it for strong bones and muscles, sound teeth and gums, and for sleek coat. Gro-Pup Ribbon is veterinary-approved . . . it's the *only* Ribbon-type dog food available!

THRIFTY, TOO! Not 70% water like most canned dog foods. Feeding a family dog like the Boston Terrier costs only 6 to 8¢ a day! Buy Gro-Pup Ribbon—comes in the biggest box on the shelf!



It's Smackin' Good... it's Kellogg's

"Peace" Road Show CONTINUED



GIRLS IN WHITE pep up the outdoor "peace" rally in an athletic stadium outside Paris which was the climax of the show. The rally lasted for six hours in the hot sun. Two dozen people fainted from the heat and one man threw a fit.



CLERICS IN BLACK are Hewlett Johnson, Britain's "Red Dean" of Canterbury (left) and Metropolitan Nikolai of the Russian Orthodox Church. The two churchmen rose occasionally to cheer the marchers at the outdoor rally.



HAMMER AND SICKLE are carried in parade around the field. Another group of marchers was made up of miners in steel helmets who swung along in massed formation with fists upraised while they chanted the *International*.



Good earth can produce
fine tobaccos...
but only long experience*
can produce fine cigarettes

* OLD GOLD'S MAKERS—
P. LORILLARD COMPANY
WERE ESTABLISHED IN 1760



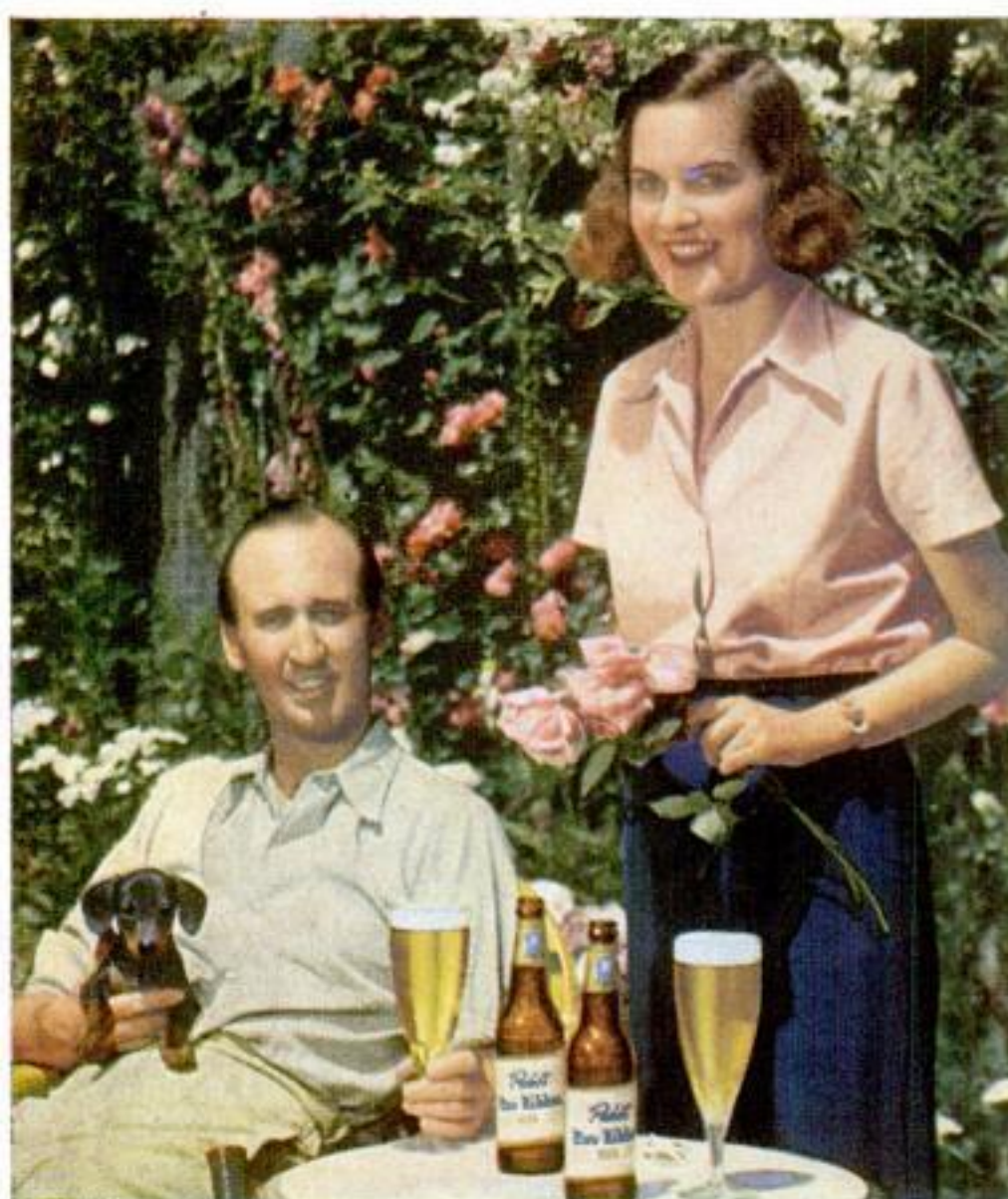
IN THE SOCIAL SWIM . . . Glamorous *Joan Fontaine* entertains movieland society at her charming Brentwood, California, home with a swimming party—and Pabst Blue Ribbon.



IN THE NEW YORK PICTURE . . . As renowned magazine illustrator, *James Montgomery Flagg*, and a beautiful model end a working session, Pabst Blue Ribbon enters the picture.



CONNECTICUT WEEK-END . . . The Metropolitan Opera's famous *Gladys Swarthout*, and her husband, *Frank Chapman*, perfectly at home with Pabst Blue Ribbon.



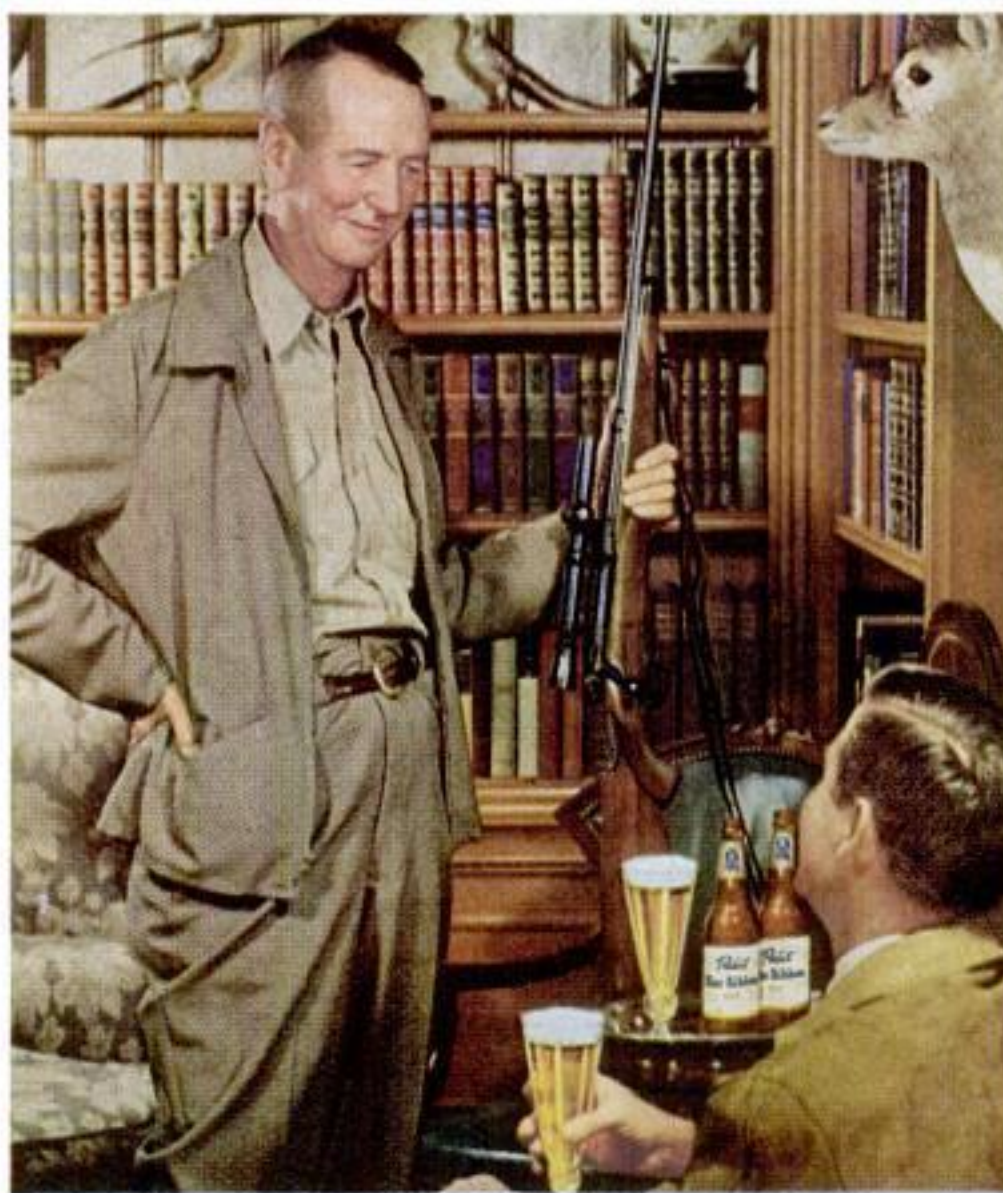
AT "DUKE FARM". . . On this summer estate of the socially prominent *Angier Biddle Dukes* of Southampton, L. I., Pabst Blue Ribbon contributes to vacation pleasure.

YOU HEAR IT EVERYWHERE...

"finest beer"



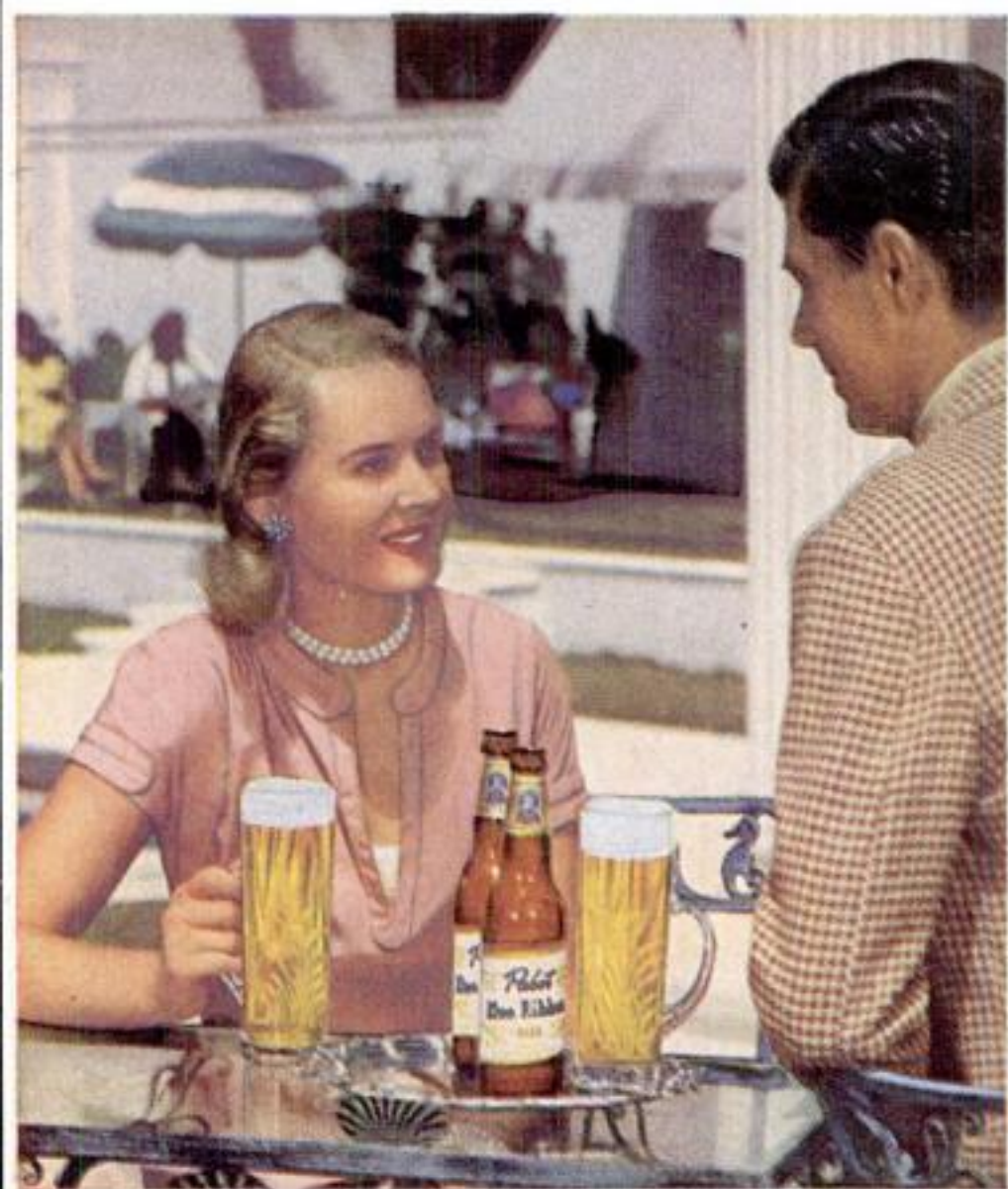
WHERE THERE'S HOPE . . . Yes, where there's *Bob Hope* there's good golf, good laughs . . . and, as you can see in this Hollywood snapshot, Pabst Blue Ribbon.



THE AYES OF TEXAS . . . *Jonathan M. Wainwright*, hero of Bataan and defender of Corregidor, agrees to the popularity of Texas game hunting and a friendly glass of Pabst Blue Ribbon.



SUN VALLEY VACATION . . . *Gary and Mrs. Cooper* rest from a day's skiing and recount the day's thrills over a glass of Pabst Blue Ribbon.



PALM BEACH STORY... Mrs. Winston Guest, lovely New York socialite, enjoys the Florida sunshine and the friendly companionship of Pabst Blue Ribbon.



AT HOME IN HOLLYWOOD! When screen favorite Edward G. Robinson and Mrs. Robinson enjoy an evening in their beautiful West Coast home... the script calls for Pabst Blue Ribbon.



NEW ENGLAND HOLIDAY... In the home of Mr. and Mrs. F. Warren Pershing at Narragansett, R. I., you'll always find a fresh sea breeze... and refreshing Pabst Blue Ribbon.

served...anywhere!"

THE REASON: 33 FINE BREWS BLENDED INTO ONE GREAT BEER



TUNE IN THE EDDIE CANTOR SHOW EVERY FRIDAY NIGHT—NBC

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Hunt's Heavenly Peaches

at
down-
to-earth
prices!



THE MOST tender-mellow, the most tantalizing peaches that ever won a big blue ribbon in any taste test — that's Hunt's Heavenly Peaches!

And that's facts! For in a series of recent professionally-conducted blindfold taste tests, Hunt's peaches were tried against all other leading brands!

And Hunt's Heavenly Peaches came out first — *way up yonder first!*

First for fuller, richer flavor — the sort of golden ripe goodness you get, fresh off the tree! And first for velvety smoothness — for luscious, heavy syrup.

And yet — for all their praise-winning, prize-winning qualities, Hunt's cost you *less*.

So, ask your grocer for the peaches with the *Hunt Red Label* — the most honest-to-heavenly peaches you ever tasted! He sells them at down-to-earth prices.

Hunt Foods, Inc., Los Angeles, California

IF IT'S FLAVOR YOU'RE HUNTING —

Hunt-for the best



IN HIS BARNYARD AT EPIEDS, FRENCH FARMER GEORGES FRÉMOND INSPECTS HIS NEW TRACTOR WHILE A DISPLACED HORSE AND THE FRÉMOND FAMILY LOOK ON

ECA HELPS GEORGES

French farmer gets a new tractor
which takes place of six horses

In October 1946—about eight months before America's George Marshall proposed the European Recovery Program—a French farmer named Georges Raoul Frémond gave careful thought to the problem of restoring production on his flat, windy 222-acre farm southwest of Paris. He knew that horses were scarce and cost 150,000 francs (\$500). A tractor would do the work of six horses but cost only as much as four. Frémond went to Orléans,

22 miles away, to file an application with rationing authorities. A few weeks ago, after 2½ years of waiting, he drove his tractor home. It was a Massey-Harris paid for by dollars provided France under the ECA program. Georges paid his dealer 580,000 francs (\$1,933) and the money will ultimately go back to the French government. By 1952 French farmers expect to have 60,000 new imported tractors, 100,000 built in France's own reviving factories.

PALL MALL's *greater length*
filters the smoke
on the way to your throat



Filters the smoke

and makes it mild

● Discover for yourself why so many of your friends have changed to the *longer, finer* cigarette—PALL MALL. Its greater length of traditionally fine, mellow tobaccos serves as a longer, natural filter to screen and cool the smoke on the way to your throat—yes, filters the smoke and makes it mild. Thus PALL MALL gives you a *smoothness, mildness and satisfaction* no other cigarette offers you. Enjoy the *longer, finer* cigarette in the distinguished red package—PALL MALL Famous Cigarettes—*good to look at, good to feel, good to taste, and good to smoke.*

OUTSTANDING / *and they*
are mild!

ECA Helps Georges CONTINUED



TRACTOR IS ORDERED by Farmer Frémond (left) through his friend René Pinsard, tractor dealer and mayor of the village of Patay, who helped him file ration forms with the French government. These were renewed twice.



TRACTOR ARRIVES in February 1949 at Pinsard's workshop, where Frémond (right) observes ECA emblem and fondles headlight. French mechanics had trouble assembling the tractor because directions were printed in English.



TRACTOR PROVES ITSELF on the rich soil of Frémond's farm. Horses took 1½ hours to plow the narrow strip (left), while the new tractor with Frémond at the wheel plowed the broad band beside it in exactly the same time.



A Season of Fun for Everyone!

Jump into these sports shoes that let your feet enjoy life—and notice the difference they make in your day! No sissy footing here when there's hiking, picnicking or gardening to do. In many styles the Ball-Band scientific Arch-Gard* cradles your feet so leg muscles keep fresh when you're on the go.

And how those soles grip and help sure-footedness—how the rubber treads wear, and wear. Yes—for dad, mother, sister and brother—Ball-Band casual style and down-to-earth comfort is great for the outdoors when you want to forget your feet.

Naturally—Ball-Band for youngsters, too. These shoes give every active toe a chance for normal use and development. So make foot health the style—your family's style this summer. Nothing could be smarter to wear than Ball-Band. See the complete line at your favorite shoe store.

*For every foot
of the Family
—Every step
of the way*

PREMIER . . . an Arch-Gard shoe in black or brown for father and son.



ARCADIA . . . in blue and red for sister and the toddlers.



CROWN . . . an Arch-Gard Oxford in blue or white for every member of the family.

Ball-Band

MISHAWAKA, INDIANA

Look for the Red Ball in the store and on the sole of the shoe



TRADE
MARK

Reg. U. S. Pat. Off. 1901



THE REAL GOLD COVERING RANGOON'S SHWE DAGON PAGODA, A 2,500-YEAR-OLD BUDDHIST SHRINE, GLITTERS AMID WHITEWASH OF LESSER SPIRES SURROUNDING IT



A WOMAN AND CHILD PRAY BEFORE ONE OF THE MANY ORNATE ARCHES OF THE HUGE SHWE DAGON PAGODA

THE GREAT GOLD PAGODA

In the annual Taboung festival the Burmese visit the Shwe Dagon to marvel at its 368-foot spire and pay homage to Gautama Buddha

In the month of Taboung (March)—the last month of the Burmese lunar calendar—the people of Rangoon put on their finest silks and visit the great Shwe Dagon Pagoda (*opposite*) to wash the dust of the old year from the Buddhist images and to propitiate them with offerings of food. For the Burmese Buddhist, there can be no holier pilgrimage. The Shwe Dagon not only is an architectural wonder, but it is believed to house four hairs from the head of Gautama Buddha.

Although the Pagoda is more than 2,000 years old, it has been rebuilt at various times. Its present shape was molded in the 16th Century. The golden spire rises to a height of 368 feet from a terrace 900 feet long by 685 feet wide. It is recoated with gold every three years at a cost of \$1½ million.

In the Pagoda's chapels are hundreds of images of Buddha, and it is these small figures which are carefully washed and "fed" each year.

Normally the Taboung is a happy, light-hearted affair, and the Burmese managed considerable gaiety this year, despite the civil war and political unrest. They wandered in the fields to pick wild flowers and patronized the hundreds of food and novelty concessions which clustered around the Pagoda. But even people who see the Shwe Dagon every day of their lives still share something of the wonder that overcame Ralph Fitch, the first British visitor to Burma, when he viewed the Pagoda in 1587. Fitch wrote, "It is of a wonderful bigness and all gilded from the foot to the toppe. It is the fairest place, I suppose, that is in the World."



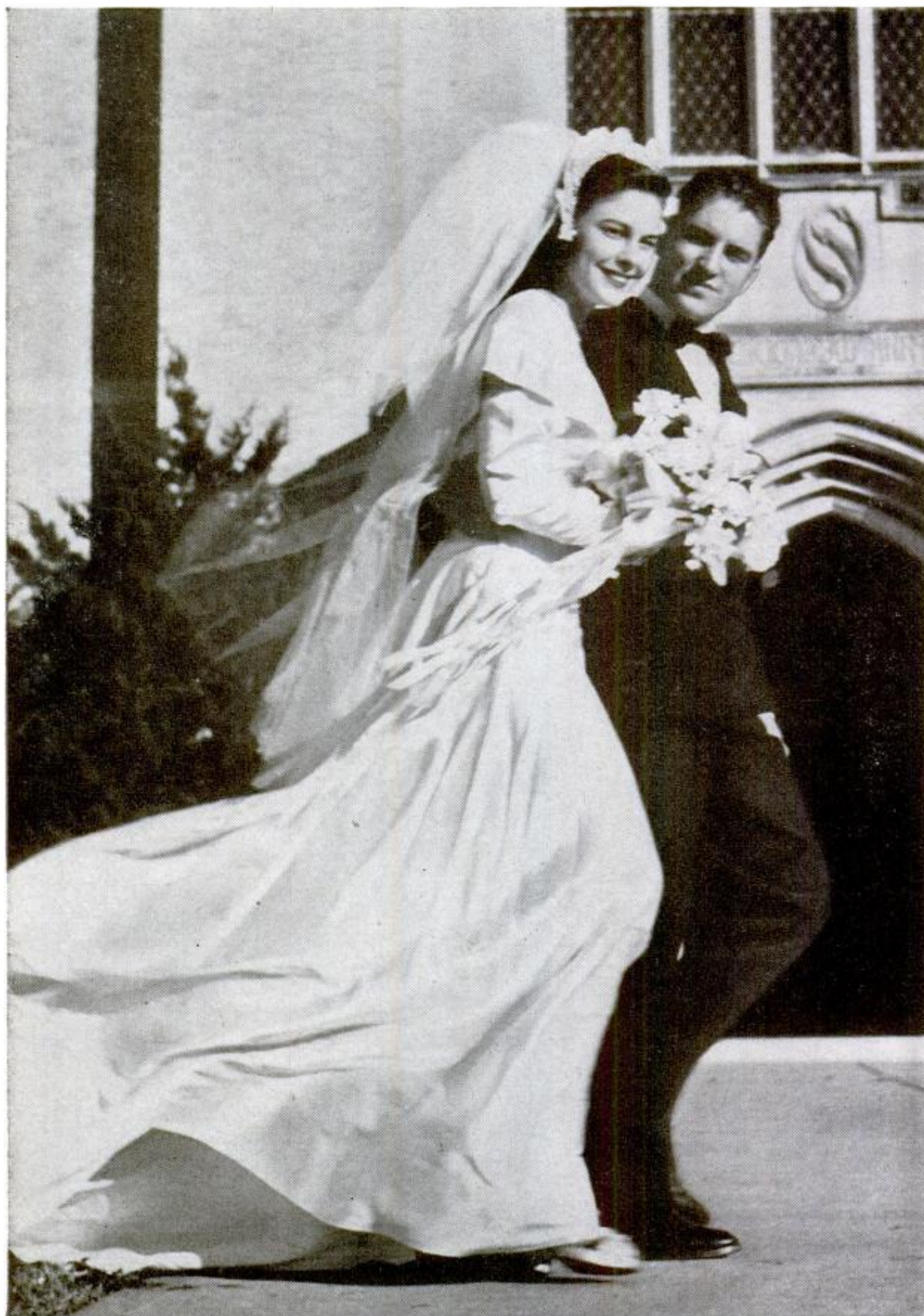
FESTIVE PONGYIS (Buddhist monks) converse on flower-lined path near a Rangoon Buddha (*above*). At Shwe Dagon (*below*) Buddhists put food before images.



WASHING IMAGES in Shwe Dagon Pagoda (*below*) is one of the annual duties which fall to the pilgrims and followers as a part of the Taboung festival observance.



Bewitching Bride!.. Bewitching Skin!



Campus hero captures "prettiest coed" for keeps! She's Rebecca Anne Bowen of Dallas. Lucky man is Carl Preston Wallace. Both are students at Southern Methodist University.



All his, now! In car, driving from church to Dallas Country Club reception, Carl plants kiss on his be-oo-ti-ful new "Mrs."!... a Woodbury-deb with petal-smooth skin!



Love at work! Carl and Becky started "going together" in high school. Four years (and many Woodbury Facial Cocktails) later, their romance is still "going strong."



Way to a man's heart? "Judging from my Carl," laughs Becky, "kissable skin counts plenty!" Easy to have — with Woodbury, made with smoothing beauty-cream ingredient.

SHE'S ANOTHER WOODBURY MARRYING DEB!



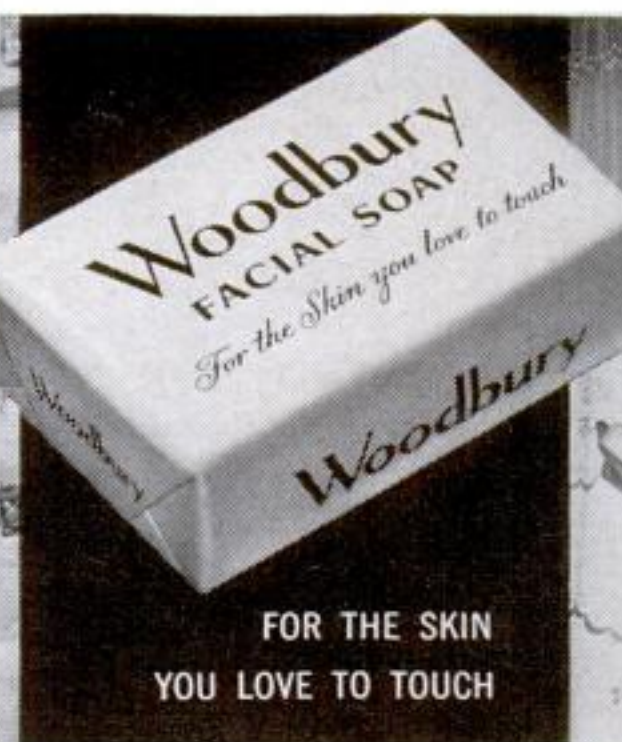
Gorgeous? Honeymooners take in Catalina scenery. "But any place—with Becky in sight—looks gorgeous to me," says Carl. Eye-filling sight to men—skin asparkle, a la Woodbury!



Quail hunt. Becky "sights" her aim—Carl "sights" her beauty—skin flawless smooth. Smart Becky! Counts on Woodbury for gentle cleansing. No irritation—no "skin-burn."



"Here's my Woodbury Facial Cocktail. One: rich lather massage. Two: rinse warm 'n' cold. Oh, how skin sparkles!"



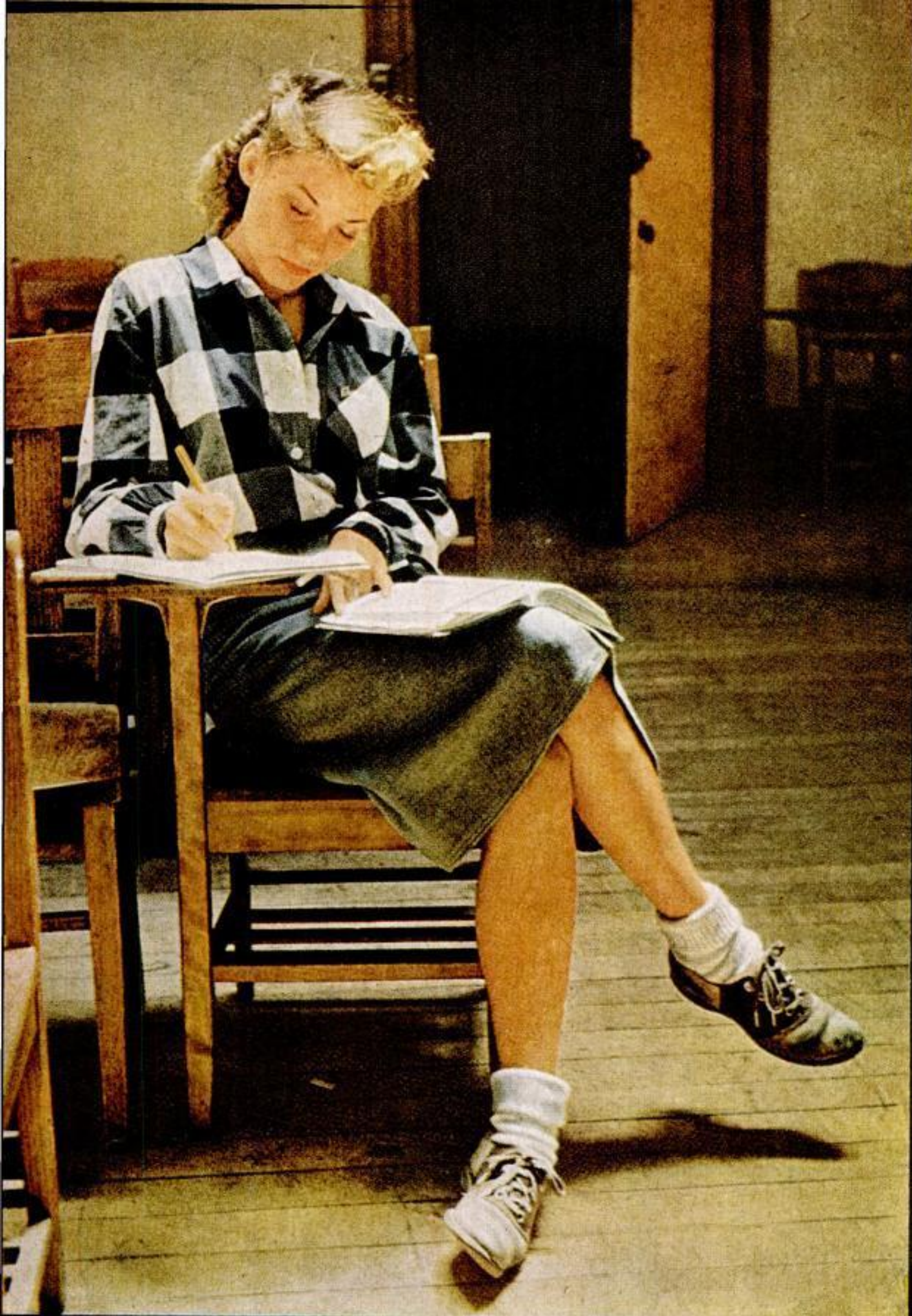
FOR THE SKIN
YOU LOVE TO TOUCH



Now, two sizes of Woodbury—facial and big new bath. Extra-mild—made by skin specialists for skin alone.

"I adore Woodbury's beauty-cream lather for my bath!" But naturally, it leaves skin—beauty complexion all-over.

Give your skin Woodbury's plus—a rich beauty-cream ingredient!



Missouri VS. Smith

GIRL STUDENT AT ONE
AND A COED AT OTHER
LEAD DIFFERENT LIVES

PHOTOGRAPHS FOR LIFE BY PETER STACKPOLE

JANE STONE, 19 (ABOVE), IS A SOPHOMORE AT UNIVERSITY OF MISSOURI. JANET SHERMAN TROWBRIDGE, 20 (BELOW), IS A JUNIOR AT SMITH COLLEGE

IN a red brick building at the University of Missouri at Columbia, Mo., a sophomore named Jane Stone (*above*) is now studying hard for her final exams. In another building quite like it in Northampton, Mass., a thousand miles away, Janet Trowbridge (*right*), a junior at Smith College, is doing the same thing. Jane is a coed, Janet goes to a women's college, and they would not think of changing places with each other. They represent two sides of a good argument; Jane believes that only at a coed college like Missouri can she get a rounded education for living as well as thinking. She thinks that women's colleges like Smith are stuffy. Janet believes that a women's college is the only place for a real education and that coed institutions like Missouri are just date factories.

Either Jane or Janet could be right—educators have never been able to agree. At the women's college, some say, a girl is not distracted by men during the week. She works hard, learns how to be self-sufficient and how to get along with her own sex. In their opinion the average coed is just a soft and fluffy decoration on a campus. She is dominated by men in her activities and spends more time looking at them than at books. Those who take the coed side of the argument are just as convincing. They say that women's colleges turn the girls into overaggressive young amazons. They point out that all college girls are going to graduate into a world of men anyway, and the sooner they get used to them the better. They are sure that coeds must be learning a good deal because they invariably get better grades than the male students.

The coeds are in the majority. They make up nine tenths of the 700,000 women who are in U.S. colleges and universities today. They go to the big state universities, mostly in the West. The others go to a handful of women's colleges like Smith, the best known of which are in the east. Both Missouri and Smith rate high in their respective fields. On the following pages LIFE shows some of the differences between them and in the lives of Janet and Jane.





ON A SUNNY AFTERNOON Jane often goes out to watch the track team practice and to talk to trackman Dick Schmidt, 24, of Kansas City, who is her special

boyfriend. At Missouri the girls are able to participate in organized intramural sports but, like most of the coeds, Jane herself is strictly a spectator athlete.



EVERY MORNING JANE FIXES HER HAIR CAREFULLY, PUTS ON POWDER, MASCARA AND LIPSTICK. BUNNY ON HER TABLE IS NAMED CUDDLES, CAME FROM DICK

MISSOURI

Classes, clothes and boys keep Coed Jane Stone busy

Missouri has a top-notch School of Journalism and Sophomore Jane Stone, 19, of Jefferson City wants to get into it next year. On the Missouri campus she leads a busy life. Her classes in required general subjects start at 8:30 in the morning and last until 2:30. On top of this she takes a course in modern dancing, is social director of her sorority (Chi Omega) and sees a lot of a senior student named Dick Schmidt. Dick gave her his fraternity pin at a very formal ceremony (*below, left*) and calls her "Cuddles." She also spends a lot of time on her clothes and would not be caught dead on campus in a pair of blue jeans. Instead she wears trim dresses or neat sweaters (she has 15) and long straight skirts (she has 10).



JANE GETS PINNED by Dick. As long as she wears his Sigma Alpha Epsilon pin, they are engaged to be engaged. Afterward all the fraternity brothers kissed her.



IN PSYCHOLOGY CLASS Jane tests the reaction time of a male student. She finds sitting in the same class with men keeps her alert rather than distracts her.

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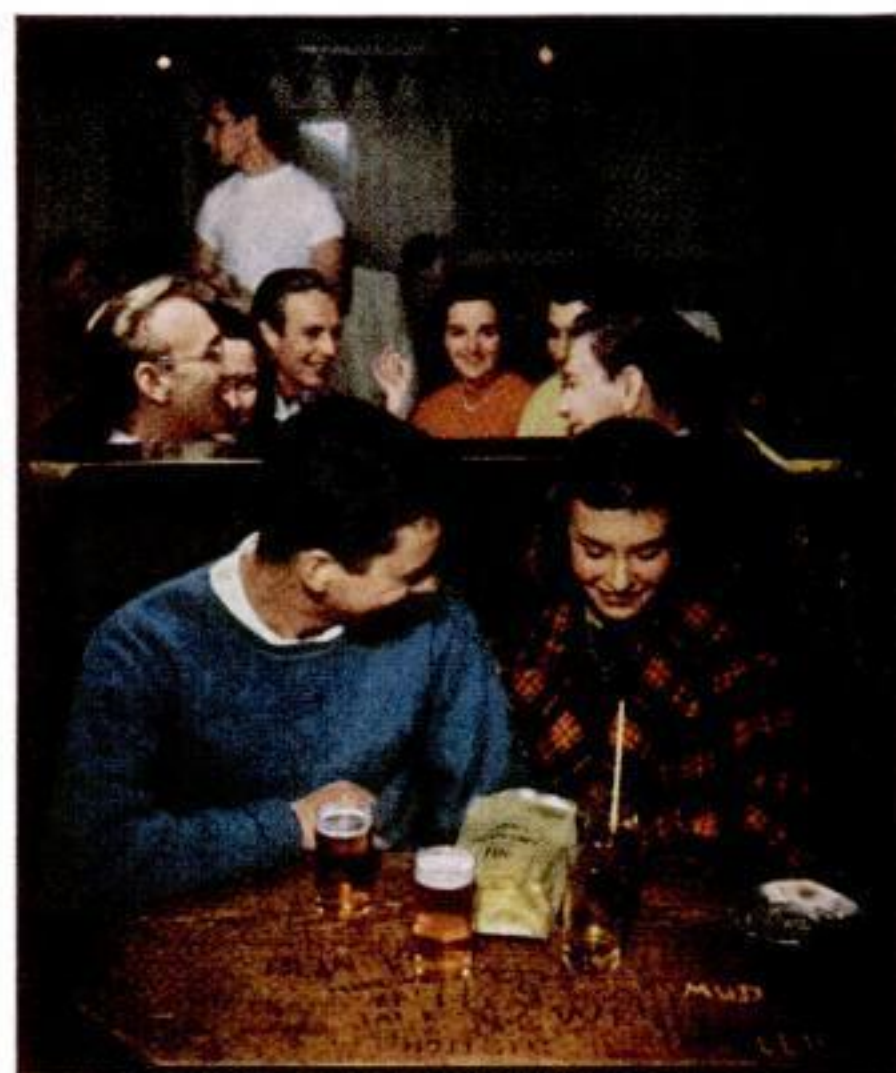
AFTER DAY'S CLASSES ARE OVER JANE AND DICK DAWDLE IN A BORROWED CAR BEFORE GOING HOME

CAMPUS DATES

They are sandwiched between classes

To an outsider, a coed's dates would seem to fill up most of her college life. But most of them are casual meetings, ingeniously fitted into a busy academic schedule. There are short coffee and Coke dates between classes and beer and Coke dates after them. There are longer dance dates, Sunday lunches at fraternity houses and a good many formal parties a year. There are

even library dates at night. All coeds are exposed to a great many men (Missouri has five for every girl) and a popular girl may have as many as five short and four long dates a week. A lot of coeds find it convenient to have a man around they can count on and, like Jane (*above*), "go steady" with one boy. As in the outside world, few of the dates are Dutch. The man pays.



JELLY DATE is the name given to a quick stop for beer or Coke in off-campus beer parlor or coffee shop.



LIBRARY DATE is commonly held on study nights when girls must either stay home or work in library.



CASUAL MEETINGS on campus happen all the time. Here Helen Holt and Hugh Welch stop to talk under a tree. The six tall columns behind them are a

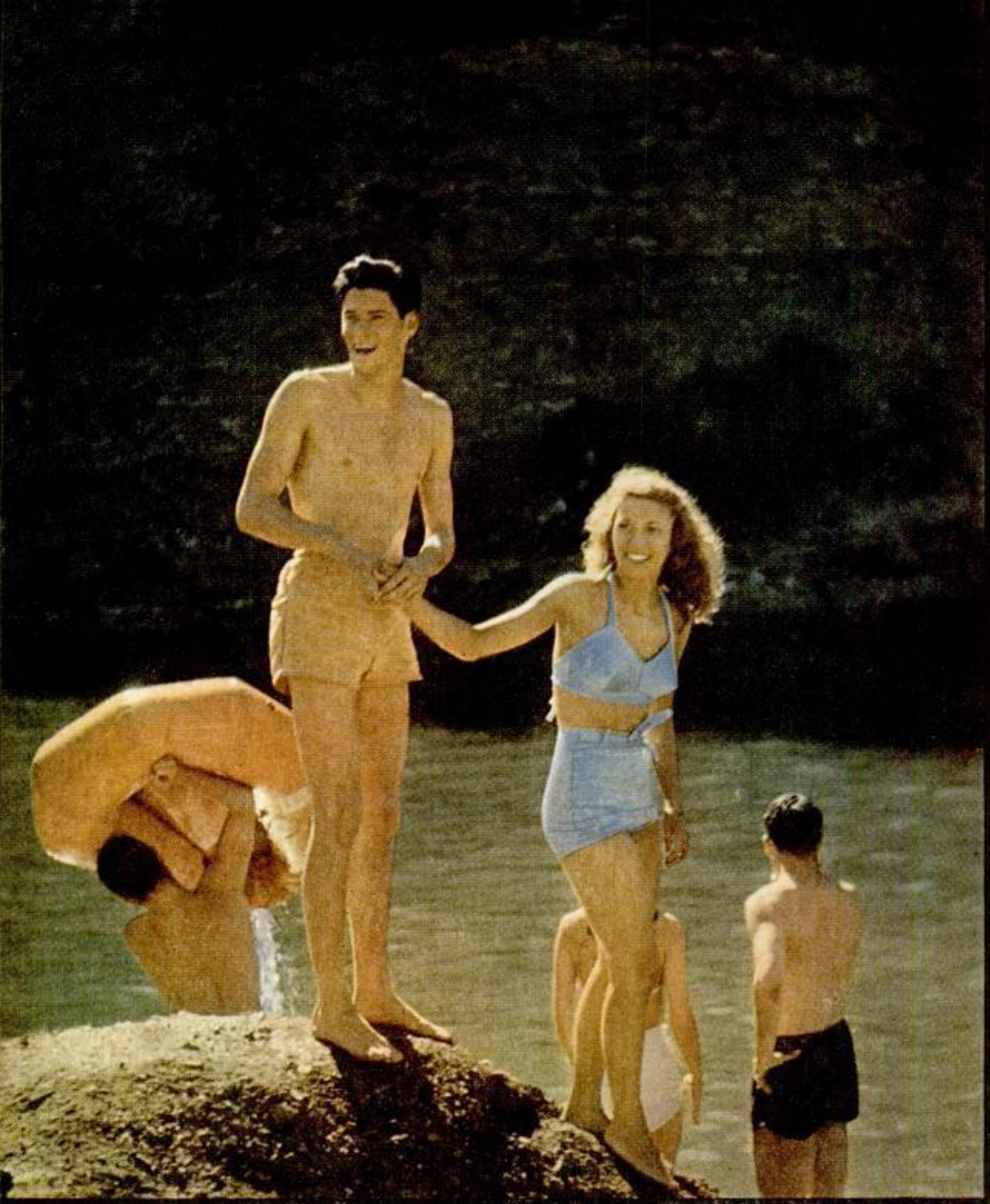
trademark of the Missouri campus; they are all that remain of university's original main building, which burned down in 1892. Engineering building is at left.



AT A FORMAL PARTY Marilyn Major, a friend of Jane's, stands with Al Price in a doorway of Phi Delta Theta house during Phi Delt Spring Ball. Before the

ball the girls were given orchids and Marilyn wears hers in her hair. At Missouri 25% of the boys and 44% of the coeds belong to fraternities and sororities.

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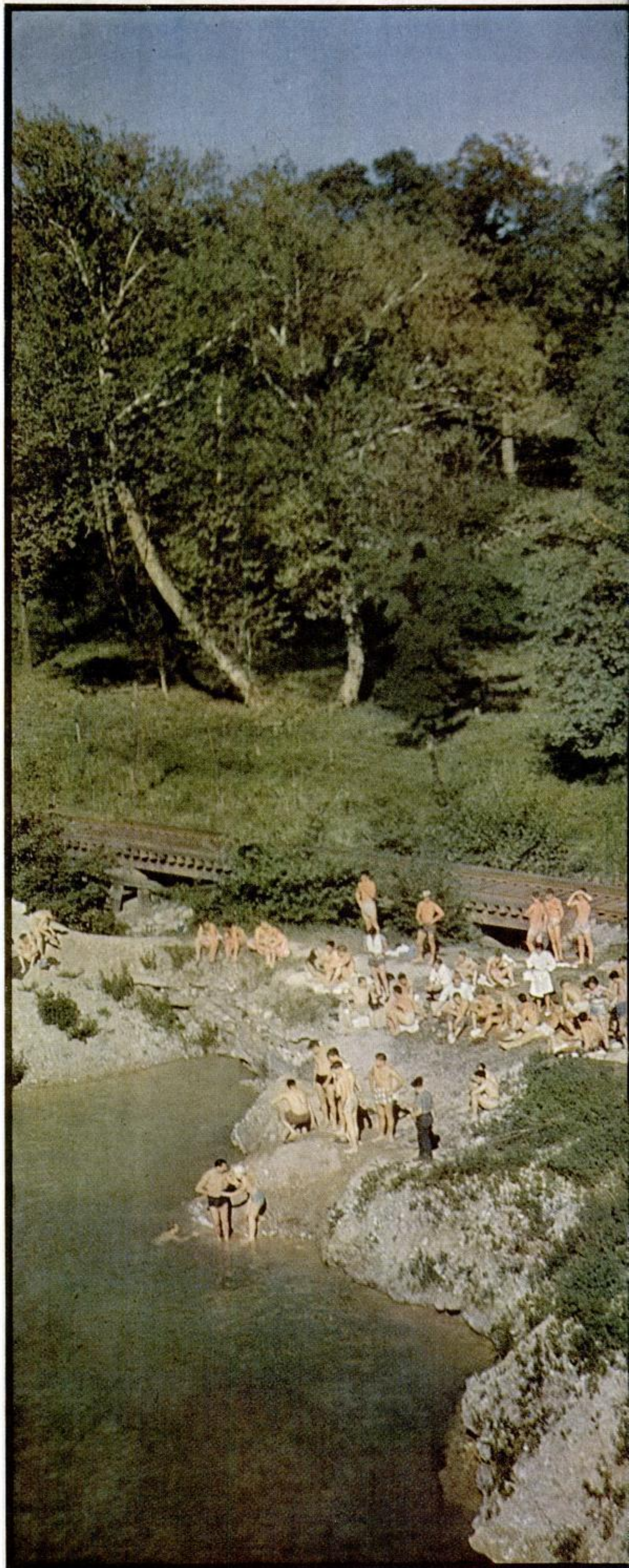
IN AN OLD ROCK QUARRY DICK AND JANE GO FOR A SWIM WITH FRIENDS

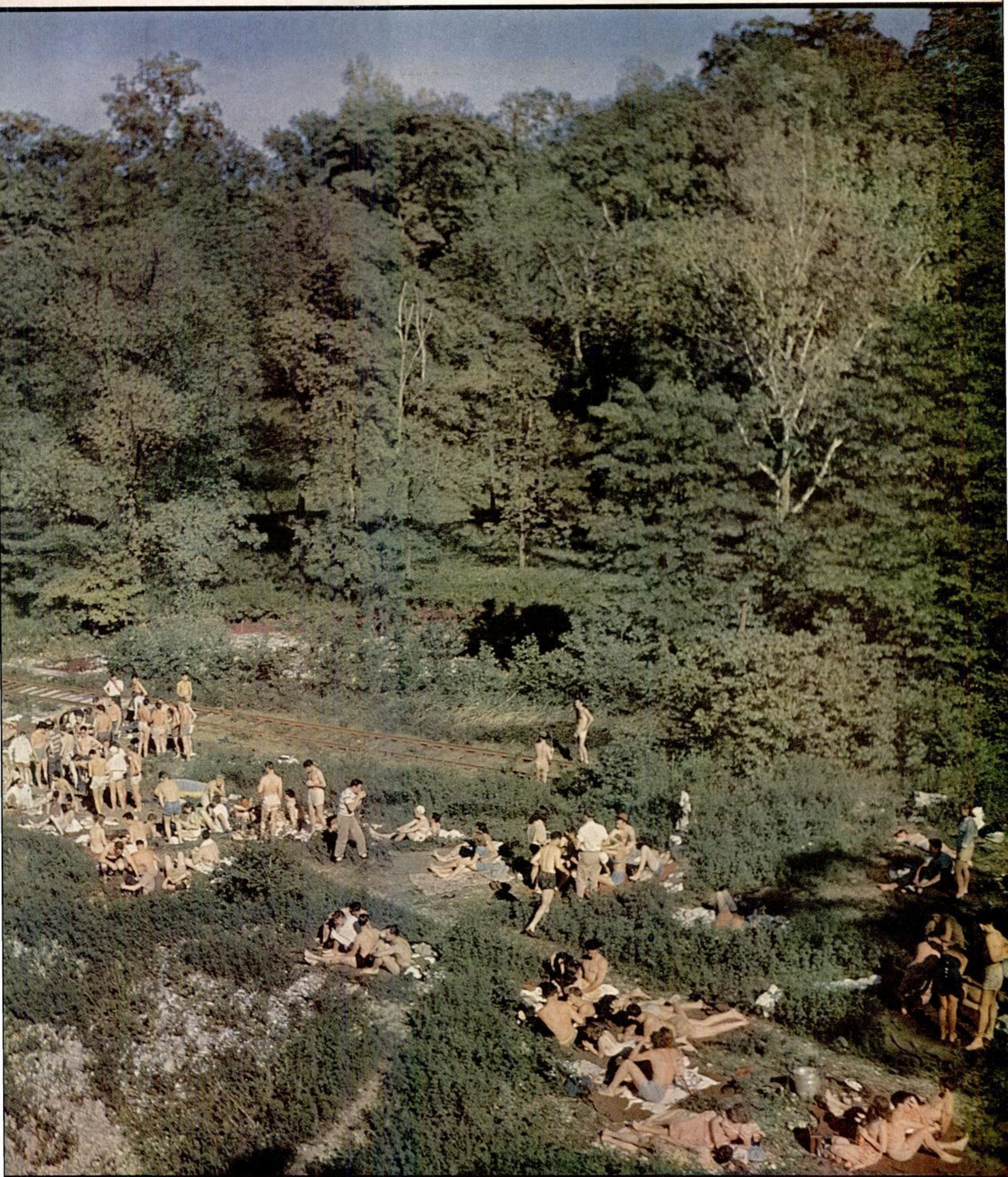
SPRING FUN

It is informal and carefree

At Missouri, on the warm weekends in May and June, large parties seem to spring up of their own accord. Sometimes a fraternity buys a keg of beer and throws a spontaneous beer bust and sometimes a sorority stages an impromptu softball game. But most of the time the parties are given by no one at all. As though they had been invited in advance, hundreds of students suddenly collect by the water-filled quarry near Columbia (right) to swim, picnic or just sit in the sunshine. Others gather to wash cars or wade with girls in Hinkson Creek (below), a small stream near the college known as the "Hink." Missouri girls think the all-feminine atmosphere of a woman's college is unnatural and dull. By working with men constantly in class and meeting them casually in their spare time, they learn to accept them as a matter of course and to have a wonderful time.

WADING IN THE HINK, GIRLS HOLD UP THEIR SKIRTS TO KEEP THEM DRY





AROUND THE ROCK QUARRY some 200 students gather on a Sunday afternoon. They show up in small groups, sometimes walking the mile from the cam-

pus. More often they drive in jeeps and jalopies, bring portable radios, beer and even books, lie in the sun, borrow each other's bathing suits and go for a swim.

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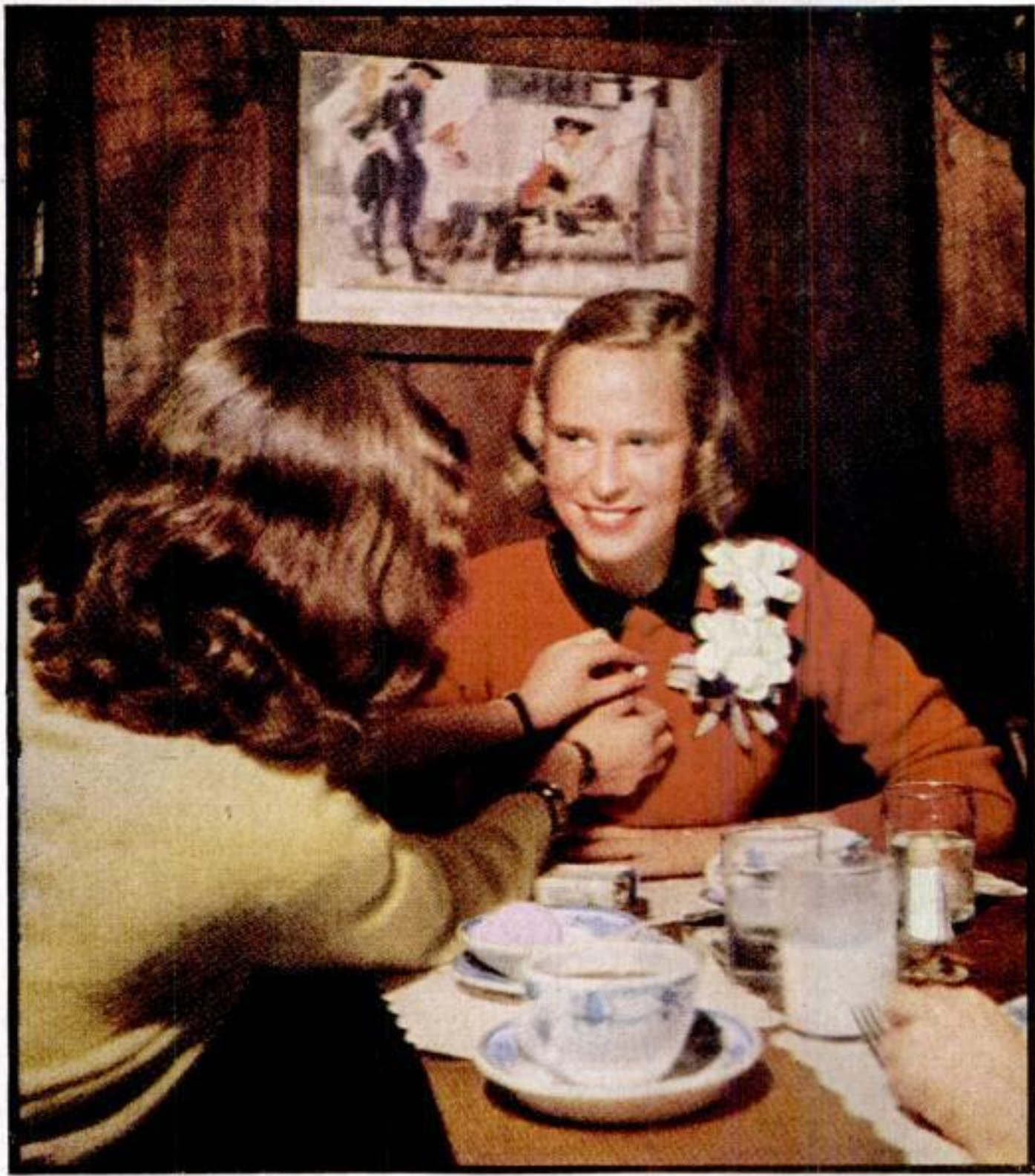


JANET TROWBRIDGE (CENTER) TAKES NOTES IN GOVERNMENT CLASS AT SMITH. SHE WEARS TENNIS CLOTHES SO SHE CAN PLAY RIGHT AFTER THE LECTURE

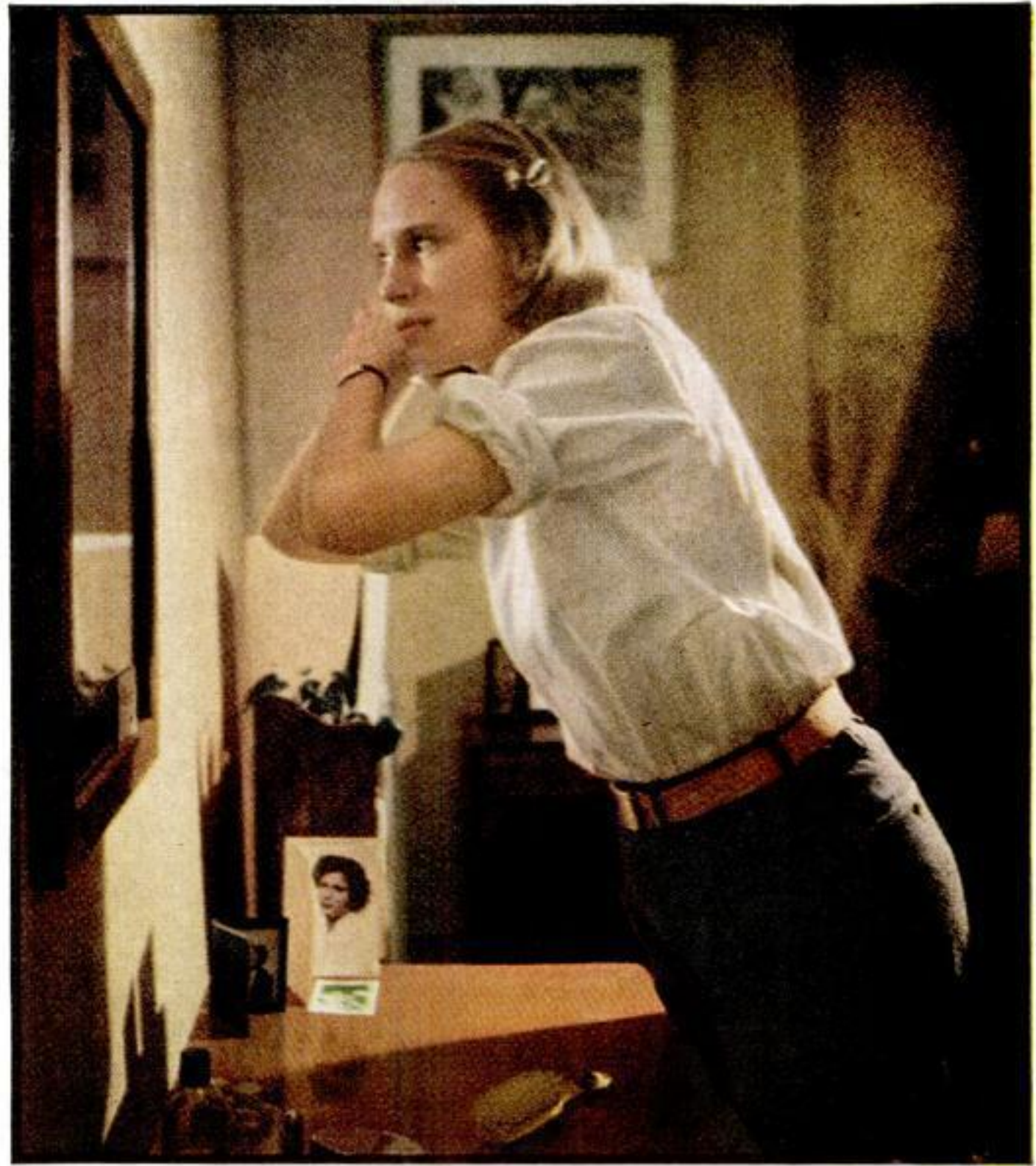
SMITH

The life of Janet Trowbridge
is centered in college work

Janet Trowbridge, 20, of Washington, D.C. is glad there are no men at Smith. She thinks that college is a time for work and most of the winter she was far too busy with the Rally Day Show to have any dates at all. Janet, like Jane, wants to be a journalist; she is taking stiff courses in law and history and at the same time is working as an editor of *SCAN*, one of Smith's two papers. Like Jane, Janet has a busy schedule, but because there are no boys around she saves a lot of time. In the mornings she does not have to pay careful attention to her make-up and during the week she can wear shorts or blue jeans, saving her money for a trip abroad and her best clothes for important occasions like rare weekends at Amherst or Yale.



JANET IS PINNED with Smith pin of a senior in her dormitory who buys her corsage, takes her out to dinner. Janet will return pin when she gets her own.



JANET MAKES UP in her dormitory room. She can get dressed in 10 minutes, wears man's shirt and shorts which must be less than 2 inches above the knee.



GETTING THE MAIL is one of the high points of the day. The mailman, who is known as "Zippy," arrives at Janet's dormitory, Tyler House, at 10 every morning.

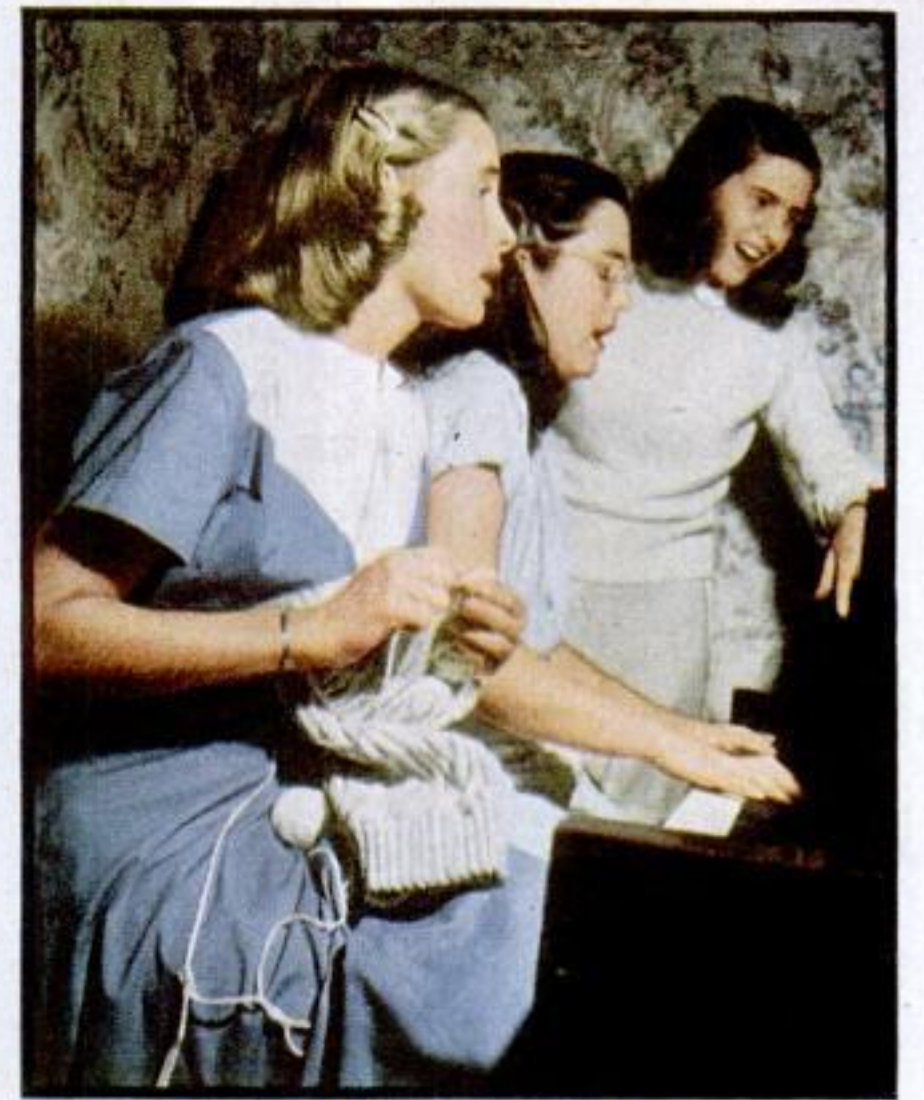
The girls collect here to wait for him and urge him to hurry up with his mail sorting. If they expect an important letter, they try to intercept him along his route.

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RIDING THEIR BIKES (above) two girls roll across the campus. Bicycles are the trademark of any women's college and there are 1,700 of them at Smith.

Only a few dozen special seniors are allowed to have their cars on campus. Below: girls in red gym suits pack up after playing tennis on the college courts.



AFTER DINNER Janet and her friends gather in house living room, knit and sing songs at the piano.

LIFE ON

The girls depend on

At Smith all sports belong to the girls. A girl can row on the crew, break scoring records at hockey or be the strong point of the tennis team. Smith is the largest private women's college in the world, and on its lovely campus its 2,200 students can ride or swim or go for walks. In the evenings they sometimes hold debates



IN COLLEGE ART GALLERY two juniors cram for a final exam. Smith has one of the best small art



AFTER CLASSES girls drink coffee, listen to juke box and sometimes study in off-campus Coffee Shop.

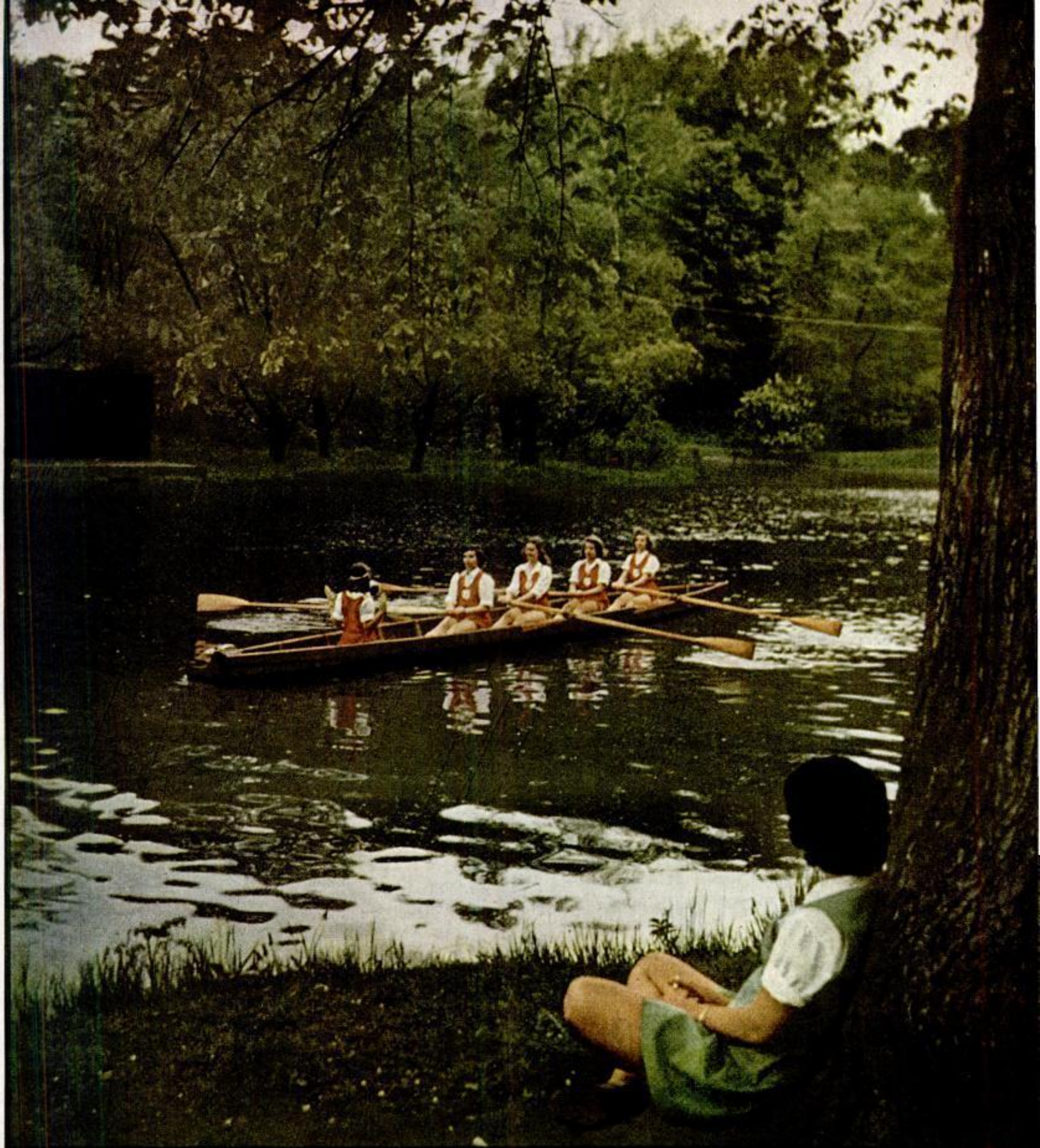
CAMPUS

each other for fun

and club meetings or sing songs. In the mornings they wander off campus for a cup of coffee or a Coke. The average Smith girl has two weekend dates a month, usually with one of five or six boys. Two or three times a year, they throw huge dances, invite college men to the campus, put them up in hotels and pay the check.



collections in the U.S. Paintings hanging on the wall are (left to right) a Vuillard, a Manet, and a Renoir.



IN THEIR RACING BARGE a crew of juniors, wearing the red gym suits that go with their class, practice on Paradise Pond. On Float Night, just be-

fore the final exams, they race the other class crews. Below: on Field Day members of the college riding club stage a horse show and an exhibition drill.





AWAY FROM THE CAMPUS on a weekend afternoon a Smith girl and her date climb along the edge of a stream. Few men visit Smith during weekdays and

many girls go away weekends. But there are always men from Williams, Yale, Dartmouth and Amherst to take stay-at-homes out for a dinner, a dance or a picnic.

JANET AND JANE

They are as different as the colleges they attend

Janet Trowbridge and Jane Stone have never met. They probably never will, and if they do they probably will not like each other. It is certain that they would not agree as to which goes to the better college. Their schools are quite different. Missouri is a state university, set up to give the best possible education to all comers. Smith is a private college; its candidates are carefully screened. Missouri can get money from the state but Smith depends entirely on its fees and gifts—and now needs \$2.5 million more in endowments. It costs Jane \$700 a year to go to Missouri. It costs Janet \$1,600 to go to Smith. These are the obvious, the physical differences. The other more subtle ones are supplied by the students themselves.

At Smith last week girls in tennis clothes, girls in blue jeans and girls in senior robes strode purposefully back and forth with the assurance of women on a women's campus. Term papers were due, finals were coming up and there was a lot of work to be done. Janet was busier than usual; she had lost a few days' work because of a cold and was still catching up on time she missed while working on the Rally Day Show on Washington's Birthday when her class, under her direction, produced a musical extravaganza at a cost of \$5. Her job as associate editor of *SCAN* was taking at least nine hours a week. Before June she had to finish three long term papers in British Romanticism, American Intellectual History and Modern European History. Only when these were under her belt would she get around to planning her vacation—some sort of a job. Until then she was keeping up her comfortable B average and envying coeds not at all.

"Here at Smith," says Janet, "there are three things: the academic life, the social life and the activities. You can't possibly do all three." At Smith, where girls go in so heavily for extracurricular activities that the college has to limit them, Janet is carrying nearly her maximum load with her *SCAN* job plus membership on the house swimming and baseball teams, the house council and her job as junior usher at Commencement. The 66 other girls who live with her in Tyler House, a red Victorian building near the south tip of Paradise Pond are just as busy. Some of them can list more than 10 extracurricular activities at a time—they are members of the house ping pong team, the Outing Club, the Student Council, organizers for the National Students' Association, fire chiefs, grass cops and wrappers of CARE packages. They average about four jobs apiece—only two of the 67 have been able to resist the extracurricular urge and do nothing at all. Smith girls are also inveterate committeewomen. They vote on everything. "They can hardly have a simple conversation with a friend," Smith's President Herbert Davis was once heard to mutter, "without electing a chairman, a treasurer and a secretary."

Janet and her friends don't feel that there is any advantage in having men around all the time when they're in college. "I don't see why there's all this worry about our having dates," said Janet, sitting at a table in Wiggins Tavern. "It's just as coed here on weekends as any coed college. They say coeds are always talking about boys. We talk about boys all the time too, but we also talk about our courses and things." "Sure," said Janet's friend Nancy Wolfner, "when a bunch of girls get together they always talk about more things." Janet: "Anyway, we don't measure a girl's popularity by the number of dates she has." "Oh, come on," said DeeDee Ross, who sat beside her, "we always know exactly how many dates anyone has." Janet: "That doesn't count when you're voting. Some girls are respected for what they can do." Nancy: "Another thing. We don't have queens. Coeds are always electing queens—and cutest freshmen. I guess for queens you've got to have an audience." DeeDee: "Sure—men. I wonder what would happen if they started having men at Smith?" Nancy: "I'd probably cut out half my questions if there was someone I really liked in the classroom." Janet: "Anyway, most girls at Smith are really working for a career in case they don't get married." Nancy: "Sure, they'll take the first good job that comes along—if they like him."

Smith's faculty members are just as convinced that the women's college setup is best. They like the lack of tension in their classes, and they appreciate the way the girls always seem to have worked on their assignments. "I've tried all three," said a young English professor. "I've taught at Harvard, Michigan and now Smith. In coed classes you are always worrying that you might say something to make men

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Three other stunning models (not shown) to choose from: Kodak Tourist Camera with $f/8.8$ lens, \$42.25, and two de luxe models (they have built-in exposure guides) . . . with $f/6.3$ lens, \$53.75 . . . with $f/4.5$ Lumenized lens, \$71. Kodak Flashholder for all models, \$11.08. All prices include Federal Tax. At your Kodak dealer's . . . EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

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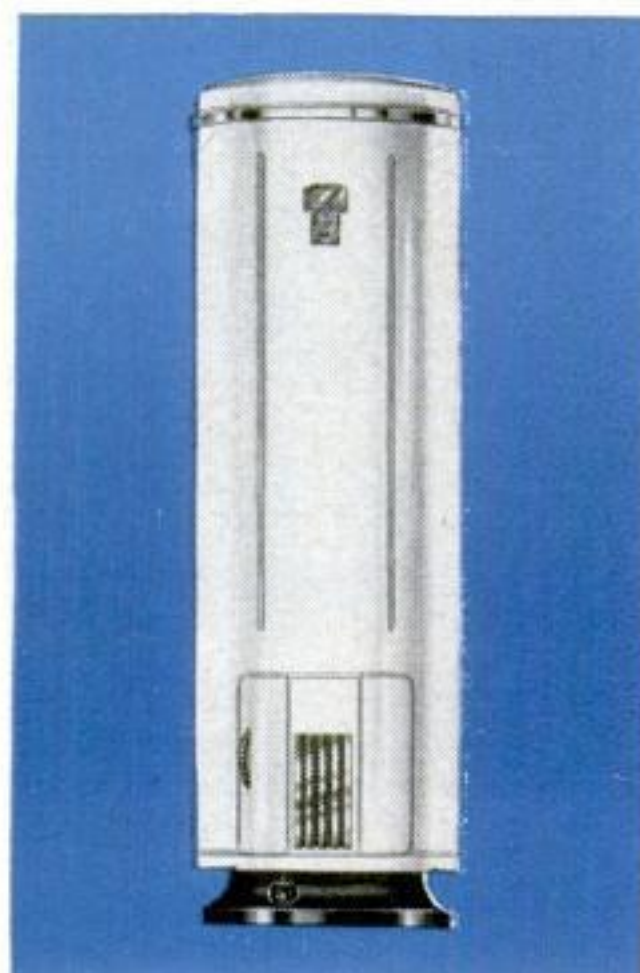
All household chores go faster ... everyone is happier ... when you have all the hot water *every-one* wants at the turn of a tap! Dishes, laundry, cleaning—ever-ready hot water helps you get them done faster and easier.

And what a timesaving pleasure it is to have hot water always ready, *and plenty of it*, for baths and shaving!

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This New Kind of Water Heater GIVES YOU BUILT-IN RUST PROTECTION BECAUSE *Glass* CANNOT RUST!

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Missouri vs. Smith CONTINUED

snicker or girls blush. But with all men or all women, you don't. And I like the casual way girls here dress. There's a general anonymity of clothing here that makes it impossible to tell a millionaire's daughter from a scholarship student." "Besides," says English Professor Esther Cloudman Dunn, "Smith isn't really segregated at all. People don't think of Harvard as a segregated college but it's much more so than Smith. Harvard doesn't have women on its faculty for undergraduates." Perhaps the best blurb of all came from a visiting lecturer from Harvard. "The trip was well worth while," he wrote back to the professor conducting the course, "and I am still walking around in a haze. They are all sweet girls, and please give them all As."

For Coed Jane Stone at Missouri this sort of a life holds little charm. "As far as I can see," she says, "the only advantage a girls' school could have over a coeducational school is that the girls probably get more sleep." At Missouri this time of year there is too much going on to think about sleeping. The coeds have swapped their sweaters and skirts for bright dresses, frilly blouses and pastel chambrays. All college parties have to be called off after the 15th because of finals, so the first two weeks of May are full of activities—a Farmers' Fair, a big horse show, a track meet, a journalism convention and some 20 formal parties given by fraternities and sororities. There is also a performance by the Missouri Dance Club in which Jane will do two modern dances. It would soon be time to start last-minute cramming for finals.

Jane is all for the fast pace. "It's wonder and I love it," she says. "First I wanted to go to a girls' school but I decided there were too many don'ts and not enough dos. I like the freedom here. Girls at women's colleges often have to worry about not having a date Saturday night, but here they worry because they don't know which date to accept." Jane herself doesn't worry; she dates only Dick.

Jane met Dick a year and a half ago in a psychology class. Last fall, after they had started going steady, they arranged their classes so that they could have free hours at the same time. It worked perfectly. Now they meet at 9:30 after their first class, at 10:30 for a cup of coffee, again at 1:30 before an afternoon class and at 2:30, when classes are over. Then they have another cup of coffee or go over to Read Hall and dance for a while to the music of the juke box.

Jane's marks are only fair—she has a straight C average—and under her sorority rules any girl who makes less than C+ must stay in the sorority house or in the college library until 9:30 every weekday night. But even so she finds it hard to get around to work. On Monday night she has a sorority meeting and on Tuesday she goes to the Dance Club. Wednesdays her house may have an exchange dinner with a fraternity. Thursday night she usually stays in her room. Friday night she goes downtown with Dick to dance and have a beer, and on Saturdays she goes swimming with Dick and spends the evening with him downtown or in his fraternity house. On Sunday they go to church, loaf and sometimes dance in the evening. They have started talking about getting married this summer. Just in case, Jane has dropped her course in Spanish to take Marriage and the Family.

As Winston Allard, journalism professor at Missouri, puts it, "Even girls realize that education has a broader function than just book learning, that social life is an integral part of the system. Yet this relationship is just as important in the classroom. A coed works and studies with men and sees them in a different light than she would from just dances, movies and a few kisses." At Missouri Jane and her friends get along easily with men in class. "It's a lot of fun working with them," says Jane, "and they sure keep the classes lively." There is no question that the girls are acutely aware of men in class. "I can't even see the blackboard," said a girl in one of Jane's classes. "That big he-man in front of me blocks the view." She moved her chair up close beside him. "That, young lady," said the man, "was purely an academic move." In English class on a sunny day: "For two bits I'd cut this class and go get a beer." "I'd go too, but if I leave all these girls behind me they'll beat me out of a grade."

On the whole, the girls more than hold their own in the classroom. "Right now," said a political science professor, "the outstanding pupil in my class is a girl. But next semester, it may be a boy." The Missouri professors like their mixed classes. "I like it because that's life," says Allard. "My objection to a girls' school is that there's no sense to such a practice. Why should a girl grow up with boys, date them, study with them in high school and then suddenly be barred from their association except on certain social occasions? In the most advanced and most important stage of their education such girls are forced to live in a world of unreality, at the end of which they will be graduated back into reality where women must live and work with men. One can't go to a girls' school forever."



Dee-licious!

CRISP!



KIDS' FAVORITE! We asked thousands of children their favorite ready-to-eat cereal. Most wanted RICE KRISPIES, those swell pops that go snap-crackle-pop in milk! Help 'em to better breakfasts from the Regular Size!



*Choose the one you love
the best: Kellogg's Corn Flakes,
Rice Krispies, Pep, Shredded Wheat,
Bran Flakes, Krumbles, Corn-Soya.*

Rice Krispies is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-popped rice.

RICE KRISPIES—one of Kellogg's
all-star **VARIETY PACKAGE** favorites!

Watch folks get *hungry* for a better breakfast when you bring on Kellogg's VARIETY PACKAGE! 7 different, delicious cereals in 10 generous boxes—*your* choice of nourishing corn, soya, wheat, or rice—flaked, shredded 'n' popped. ALL KELLOGG-FRESH. All "real good food" that makes breakfast a bright-start meal. Most popular assortment of all, because . . .

MOTHER KNOWS

Kellogg's

BEST!

AGAIN HANES LEADS—WITH BIAS-CUT SHORTS THAT HAVE ALL THE COMFORT, STYLE AND VALUE YOU'VE COME TO EXPECT FROM



The **NEW** Hanes Shorts don't crawl!

Ask *her* what bias-cut means to *you*!



Or find out from your handkerchief

First, pull it from opposite edges, *against* its threads.

Next, pull at opposite tips, diagonally to the threads. The extra stretch shows how Hanes GIVVIES give with your body.

Hanes GIVVIES Shorts (pronounced "give ease") will give you a wholly new experience in shorts comfort. Cut diagonally to the weave of the cloth, they *stretch* when you stoop or sit — *give* with your stride.

The seat is *seamless* — and roomy! Choose from the Boxer style (illustrated) or Gripper-fronts. Stripes, solid colors and white. Sanforized. The GIVVIES bias-cut is *patented*. So ask for Hanes. Take this *short cut* to comfort for only \$1.00. Others at \$1.25 and up.



Makers of fine underwear and sportswear

Bias-cut Shorts • Briefs • Undershirts • Sportswear • Children's Sleepers
P. H. Hanes Knitting Co., Winston-Salem 1, N. C.



BALANCING ON AN ARTIFICIAL LEG, MONTY STRATTON (JAMES STEWART) PREPARES TO WHIP A FAST PITCH ACROSS THE BARNYARD TO HIS WIFE (JUNE ALLYSON)

MOVIE OF THE WEEK:

The Stratton Story

An inspirational baseball film tells about a pitcher who lost a leg

Sentimental, inspirational, mixing tears with laughter, baseball with love and biography with fiction, *The Stratton Story* is as pleasant, warm and old-fashioned a piece of entertainment as Hollywood has sent out in a long time. More or less faithful to fact it tells about Monty Stratton, the famous White Sox pitcher, a farm boy from Texas who had never seen a slot machine or learned to dance, who came to the big city, made a big league team, outsmarted the city slickers and married a city girl. Then as he was becoming one of baseball's leading pitchers, he lost a leg in a hunting accident and all his life came crashing down around his ears until, with the help of his wife and the example of his little son learning to toddle, he too learned to

walk again—and even to play baseball again despite his artificial leg.

For this variant of the classic American success story, Monty Stratton himself, pleased to be immortalized in his lifetime, was on hand to coach James Stewart in the niceties of his pitching style. Director Sam Wood, an old hand at pleasing the public (*Pride of the Yankees*, *For Whom the Bell Tolls*), mixed up a batch of tested ingredients to make the film: the lanky, awkward honesty of Jimmy Stewart, the unaffected charm and throaty voice of June Allyson, suspense, comedy, sport and a comforting moral. Many moviegoers feel that there ought to be more movies that everybody in the family can see. This is one that everybody can.



THE FAST PITCH hits Mrs. Stratton's mitt with a thunderous crack and sits her right down on the ground.

VEEDOL

The World's Most Famous
Motor Oil



Puts new
GET-UP-AND-GO
in lazy motors



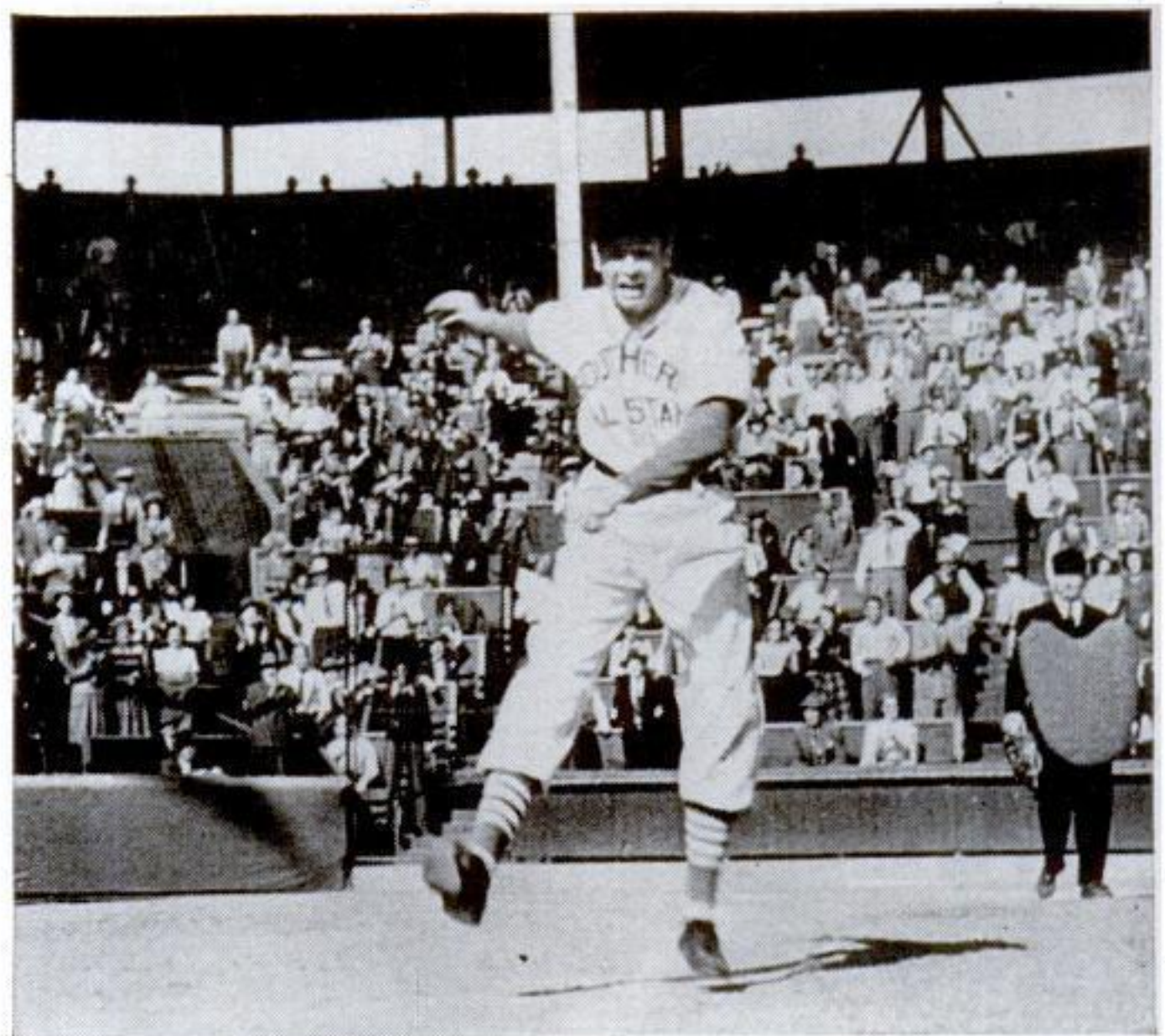
100% PENNSYLVANIA

Improves Performance
Three Ways

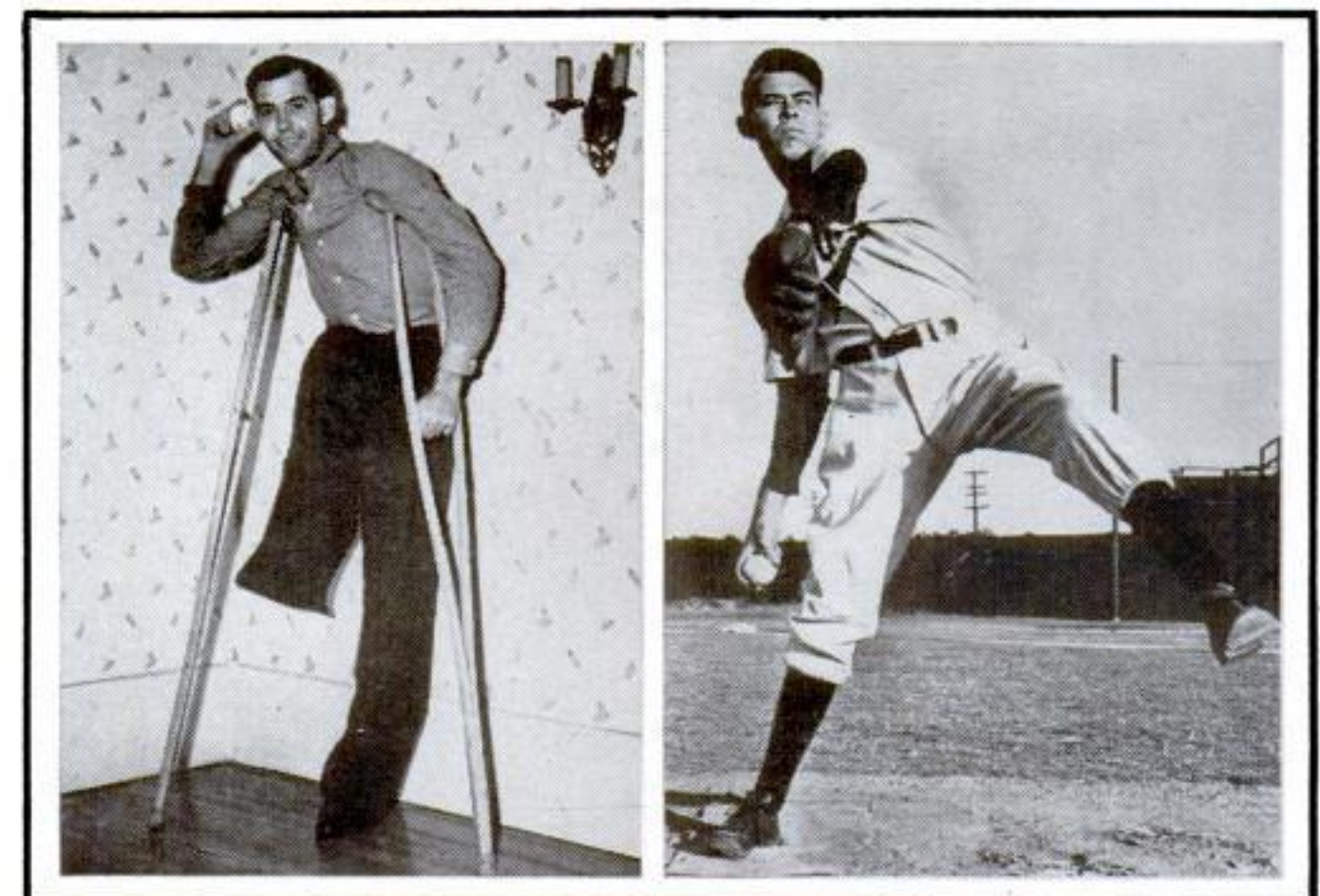
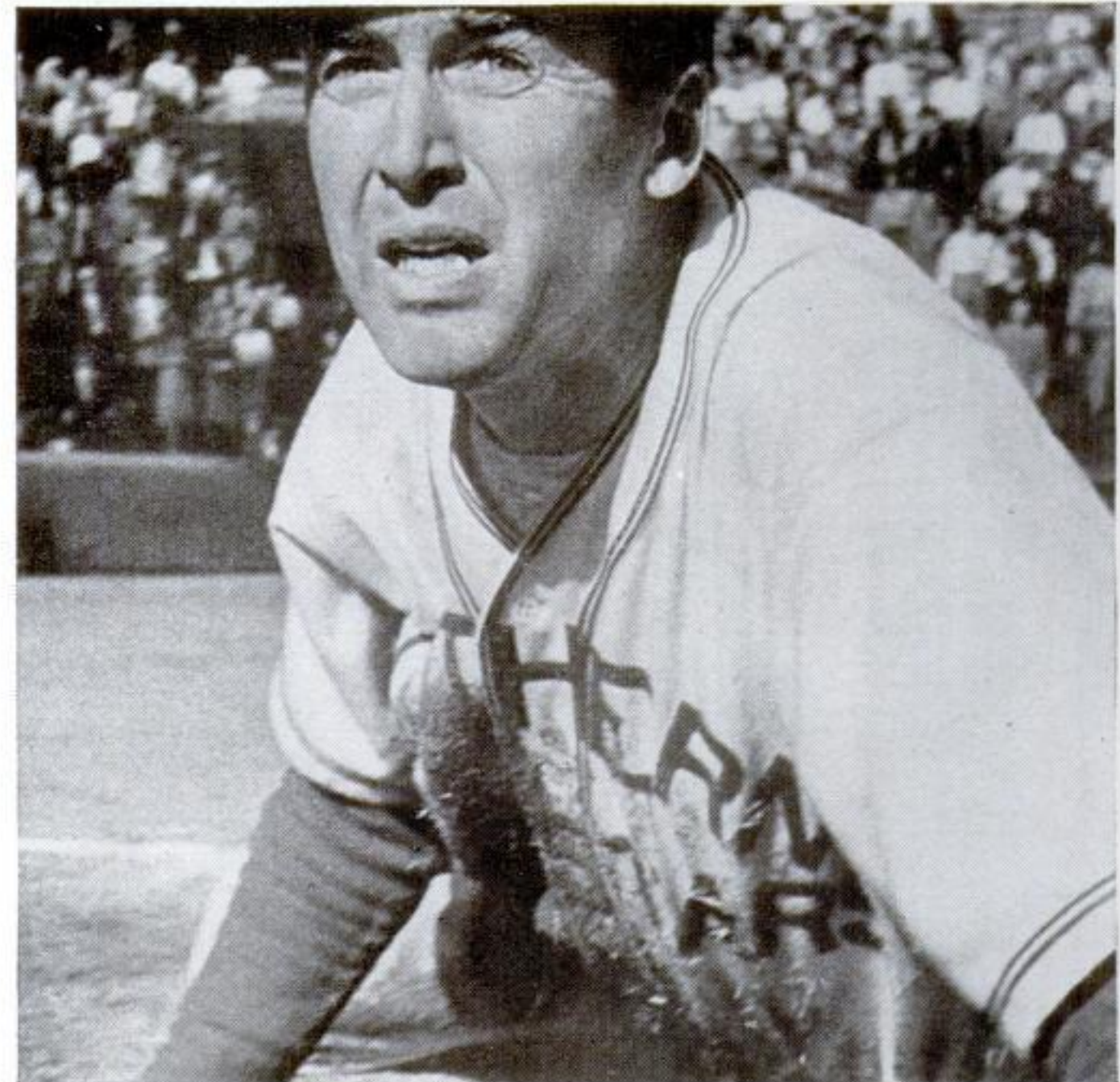
1. Keeps your motor cleaner . . . smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed "Film of Protection"



"The Stratton Story" CONTINUED



THE MOVIE MONTY runs toward first base (*top*) after making a clean hit in an all-star game, the film's climax. His artificial leg gives way, he falls (*bottom*) and is thrown out. It looks for a moment as if his whole attempt to play ball again is a failure. But next time up he hits again and makes first safely.



THE REAL MONTY had two successful years on the White Sox behind him when he came home on crutches (*left*) in 1938. Six months later, with an artificial leg, he was back with the Sox as a coach. In 1946 he was pitching again (*right*), winning 18 out of 27 games for Sherman in the (Class C) East Texas League, then next year winning seven and losing seven for Waco in the (Class B) Big State League. Now at 35, he is living on his farm in Greenville, Texas.

This pen has
changed
America's writing
habits!

THE BALL POINT PEN NOW OUTSELLS all other types—and *by far* the largest selling ball pen is the B•B!...Over 26,000,000 B•B pens have been sold. Here's why it's the best seller in the *entire* pen field!



WON'T SKIP—WON'T SCRATCH

Precision-made ball floats inside tip with microscopic tolerance...rolls and writes freely. Tip is factory sealed with removable plastic cap. Assures instant starting, dependable writing.



WON'T CLOG—WON'T BLOT

Only B•B has the eight-sided interior broach that assures steady ink flow. Writes so perfectly that even grammarschool children can use it...and millions do! Suits every style of handwriting.



CONTAINS EXCLUSIVE INK

Only the B•B pen contains "PERMA-DRI" ink. It needs no blotting, rolls on dry. Every pen is given a visual, mechanical and writing test before shipment. An all-time service agreement accompanies your purchase of *any* B•B pen.



LOOKS LIKE A \$15 PEN

You can *always* trust the writing performance of a B•B pen. It's also tops in appearance...styled to jewelry standards. Place any B•B pen next to expensive pens. See how this 98¢ pen more than holds its own in beauty and design.

PERFECT GIFTS FOR GRADUATION!
Top: B•B "SHORTY"—only 3 3/4 inches long, ideal pocket or purse pen, available in striking pastel shades.
Bottom: B•B "EXECUTIVE"—pocket level clip, locking action cap, finished in simulated gold, choice of barrel colors.



THE **B•B** PEN
98¢
WORLD'S LARGEST SELLING PEN

YOU CAN ALWAYS BUY A B•B INK REFILL.
Contains exclusive "PERMA-DRI" ink. Takes only 10 seconds to install the refill. Good for months of average use. Featured at leading stores everywhere . . . only 49¢.

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Everyone Everywhere



Thrills to Hotpoint's "Pushbutton-Cooking!"

Wonderful Finger-Tip Controls, "Talking Colors" And 36 Other Matchless Improvements In This Exciting New Range Make Cooking Simpler, Surer!

SEE IT YOURSELF! Try it yourself! This thrilling new Hotpoint Electric Range is winning cheers all over the country. Hotpoint's amazing new Pushbutton Controls and "Talking Colors" have introduced a whole new era of cooking ease, convenience, and accuracy.

● **All you do is push a button!** Yes, just press the Pushbutton Control that gives the exact cooking heat you want. Instantly the button lights up and shows by its color which unit is on and at what heat. Instantly Hotpoint's famous Calrod® cooking units respond. You can measure your cooking *accurately*. You can be *sure* of better cooking results.

● **And into its beautiful 1949 models** Hotpoint, world's leading range manufacturer, has packed 36 other wonderful improvements. You enjoy such outstanding features as the Sealed-Heat Oven, Raisable 4th Surface Unit, Hi-speed Broiler, concealed oven vent, simplified automatic timer clock, electric 60-minute time measure, convenient appliance outlets, smokeless broiler-roaster pans, and dozens of other modern cooking advancements.

● **Hotpoint's Pushbutton Controls** and "Talking Colors" are available in both single- and double-oven ranges. Hotpoint's Rotary-Switch models—all newly designed for 1949—are budget-priced and loaded with style and convenience features. See your Hotpoint dealer for a demonstration.

Hotpoint, Inc. (A General Electric Affiliate),
5600 West Taylor Street, Chicago 44, Ill.



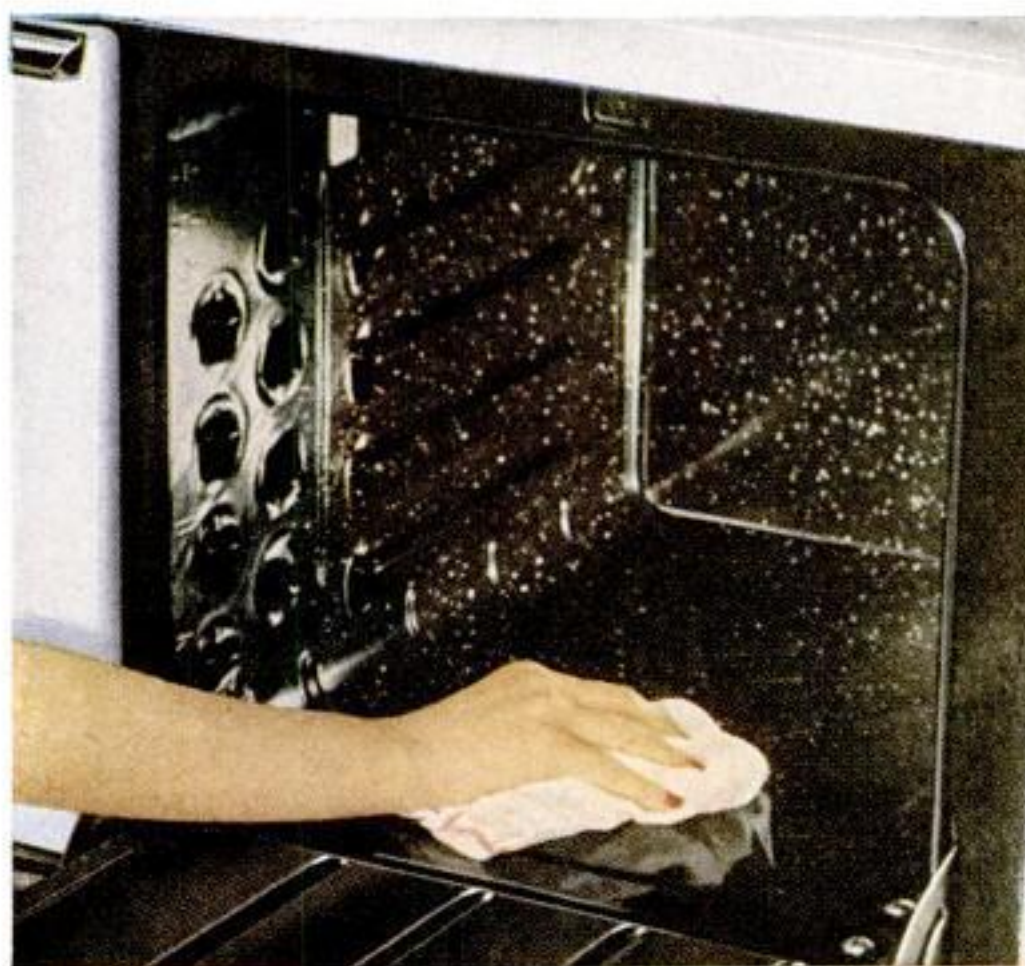
Calrod Units and Pushbutton Controls

Push buttons with "Talking Colors" on the back panel control Hotpoint's famous Calrod® cooking units, the pan-hugging coils that put quick, accurate, measured heat into the food—and not into the kitchen!



Fastest Broiling—Ever!

Hotpoint's Hi-speed Broiler—fastest ever developed for home cooking—broils steak for 12 persons in 10 minutes, sealing in all the juicy goodness and flavor.



Big Sealed-Heat Ovens

Choose either Hotpoint's single- or double-oven model. Each features Hotpoint's Sealed-Heat oven construction, with the heating unit out of sight under the oven floor. Sealed-Heat ovens hold more food, bake more evenly, clean more easily than any other type.

Call Western Union—Operator 25—for the name of your nearest Hotpoint dealer.

Everybody's Pointing To

Hotpoint

Automatic Electric Ranges



**new
sport shirt
beauties
completely washable!**

These breezeweight Van Heusen sport shirts are washable wonders! They love water . . . whether it's a cold mill stream or a hot laundry tub.

No worries about shrinking—they stay the size you buy!

No worries about the colors—they won't wash out.

Action and leisure models with smart new fashion detailing, with short or long sleeves, many with the exclusive California Lo-No two-way collar.

All tailored with Van Heusen magic seamanship—guaranteed to please you and your village queen! Come 'round for some. From \$2.95.

Phillips-Jones Corp., New York 1, N. Y. Makers of
Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

Van Heusen

® REGISTERED TRADE-MARK

"the world's smartest"

sport shirts

IKE'S "CRUSADE" ON TV

Eisenhower's book produces a stirring documentary of European war

This week TV set owners saw the start of a stirring reminder of recent history—The March of Time's film documentation, made for 20th Century-Fox, of World War II. Based on Eisenhower's best-selling book *Crusade in Europe*, it will, in 26 weekly instalments (ABC-TV—Thursday, sponsored by LIFE and TIME), set down almost the whole panorama of the war in Europe. Many critics have called it the best documentary made so far for tele-

vision. Whittled down from some 165 million feet of Allied and captured enemy film, it includes many scenes rarely shown before (*below and next pages*). One of the rarest—which marks the first time Eisenhower stepped on history's stage—turned up in some old 1939 shots of General MacArthur at Manila. To get life into his pictures the cameraman grabbed an officer standing nearby and told him to hand the general some papers. Picture is at right.



IKE AS A MacARTHUR AIDE IN PHILIPPINES IN 1939



IKE'S BIG MOMENT



DUCE'S BIG BREAK



WATCHING SURRENDERED ITALIAN FLEET off Malta in 1943, Eisenhower stands on deck of British destroyer *Hambledon* watching ships come up (*top*). He turns for a better look, then expresses his delight with long whistle, meaning "Oh boy!"

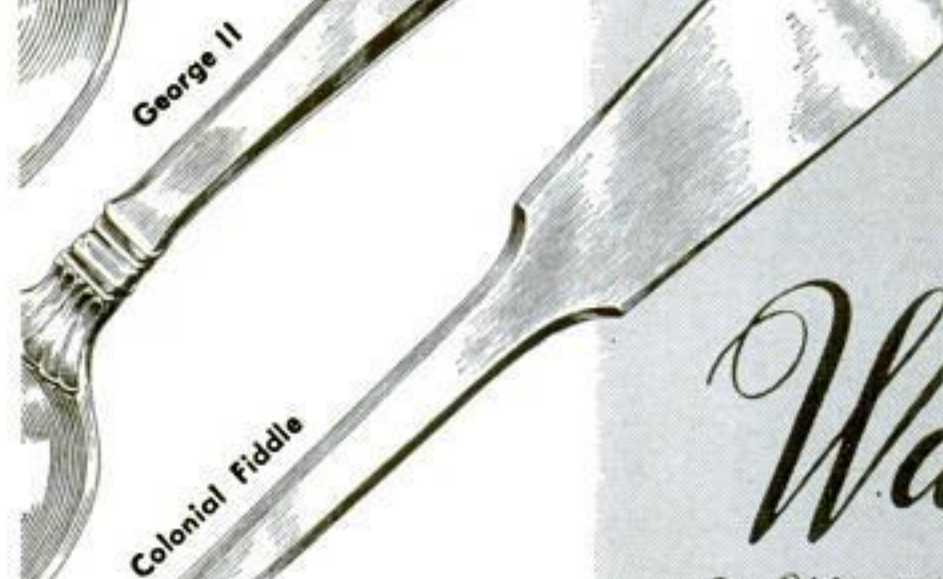
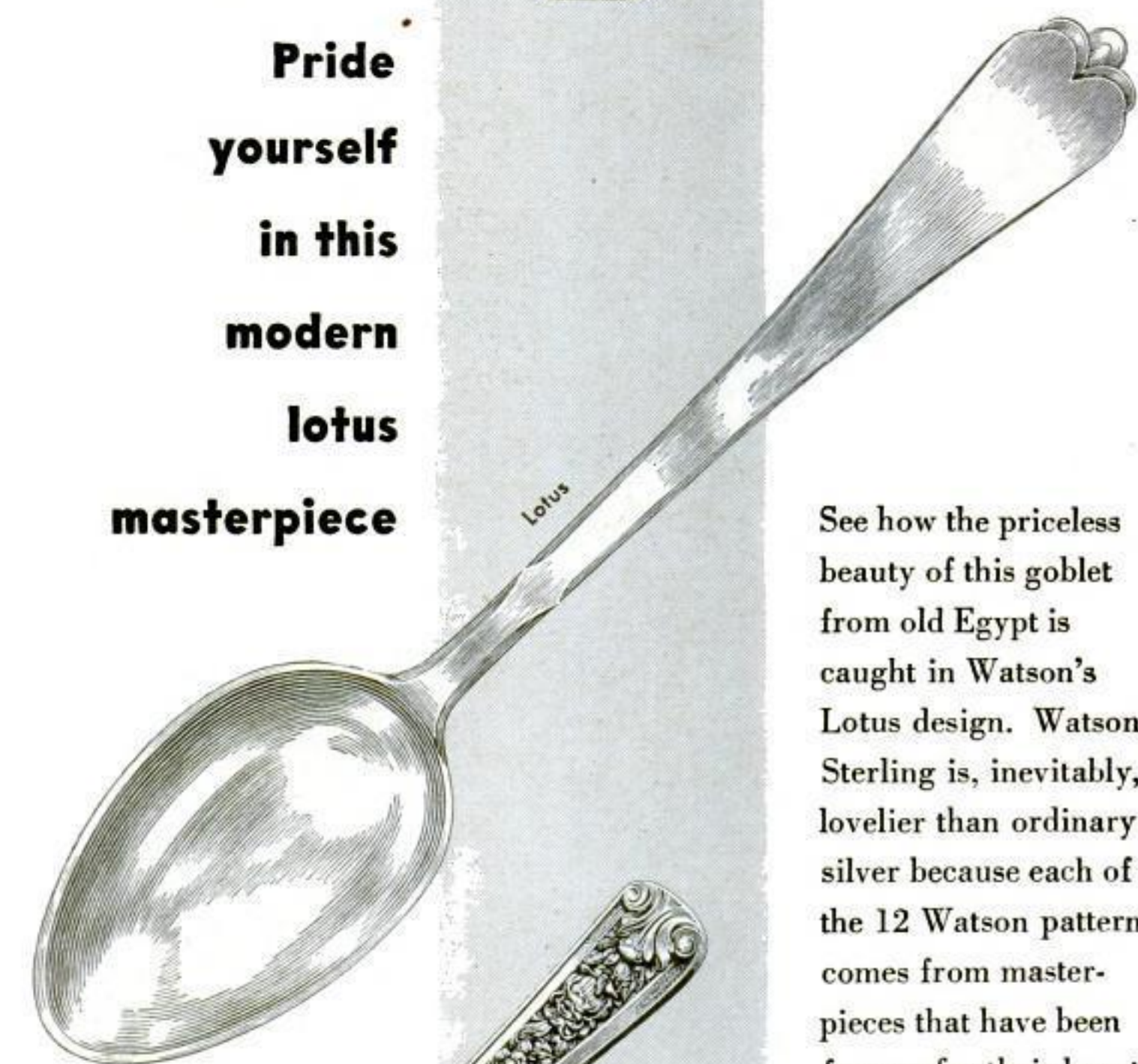


LAST GETAWAY for Mussolini is in 1943 when, held prisoner by Italians after surrender, he is daringly rescued by Nazi flyers who took him off, bearded and unkempt, for his last meeting with Hitler (*bottom*). Later he was sent back to Italy and killed.

THE EXQUISITE LOTUS motif of this ancient Egyptian goblet makes it a treasured collection piece in The Metropolitan Museum of Art, New York.



**Pride
yourself
in this
modern
lotus
masterpiece**



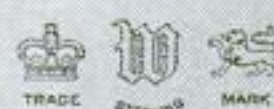
See how the priceless beauty of this goblet from old Egypt is caught in Watson's Lotus design. Watson Sterling is, inevitably, lovelier than ordinary silver because each of the 12 Watson patterns comes from masterpieces that have been famous for their beauty for hundreds of years.

Watson Sterling is modern silver that gives you the beauty of design—the perfection of craftsmanship—that have distinguished the work of the world's greatest silversmiths.

Ask your jeweler to show you silver by Watson—manufacturers of sterling only—now. The Watson Company, 1459 Watson Park, Attleboro, Mass.

A complete 6-pc. place-setting costs as little as \$25, federal tax included.

Watson

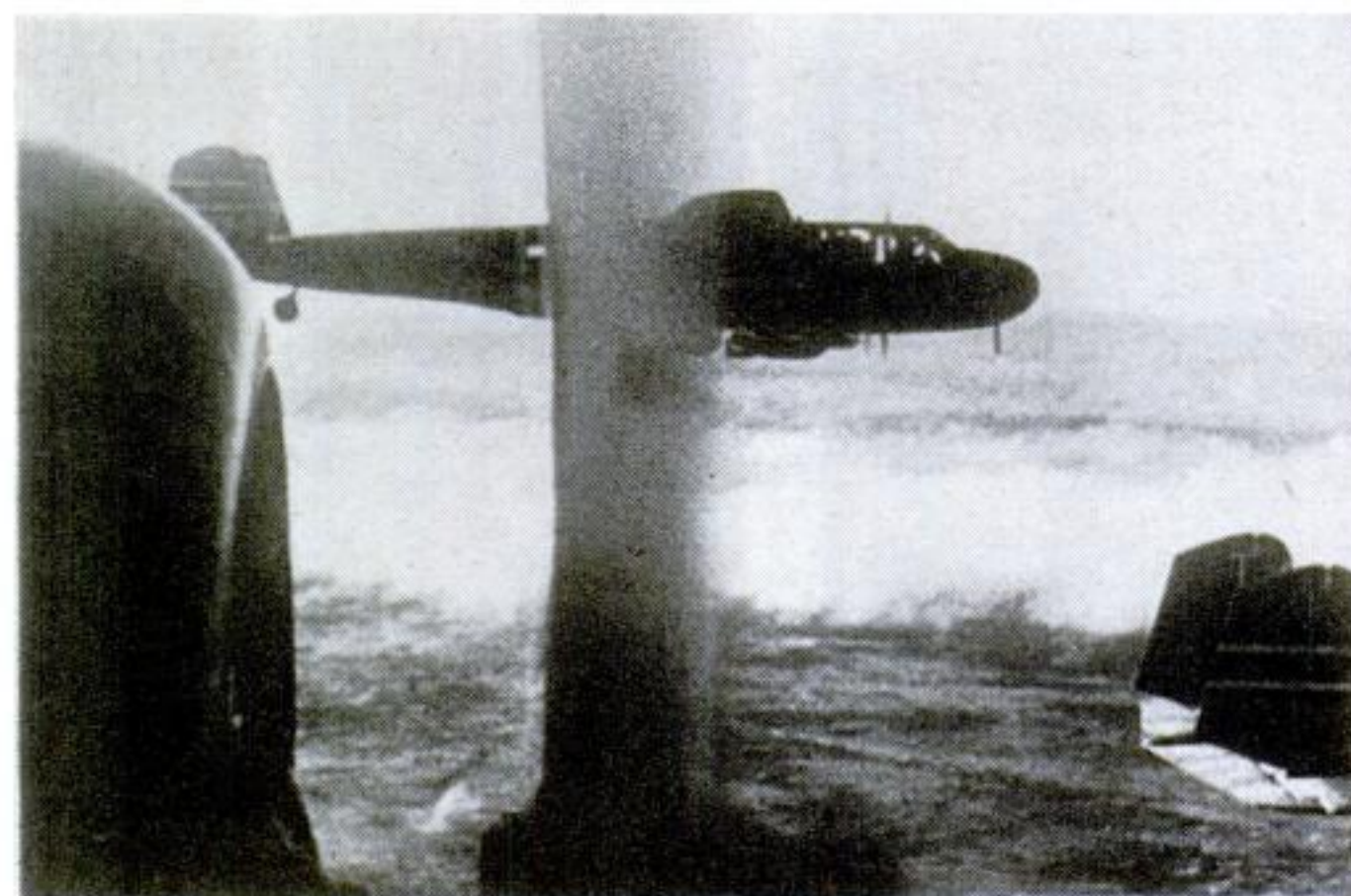
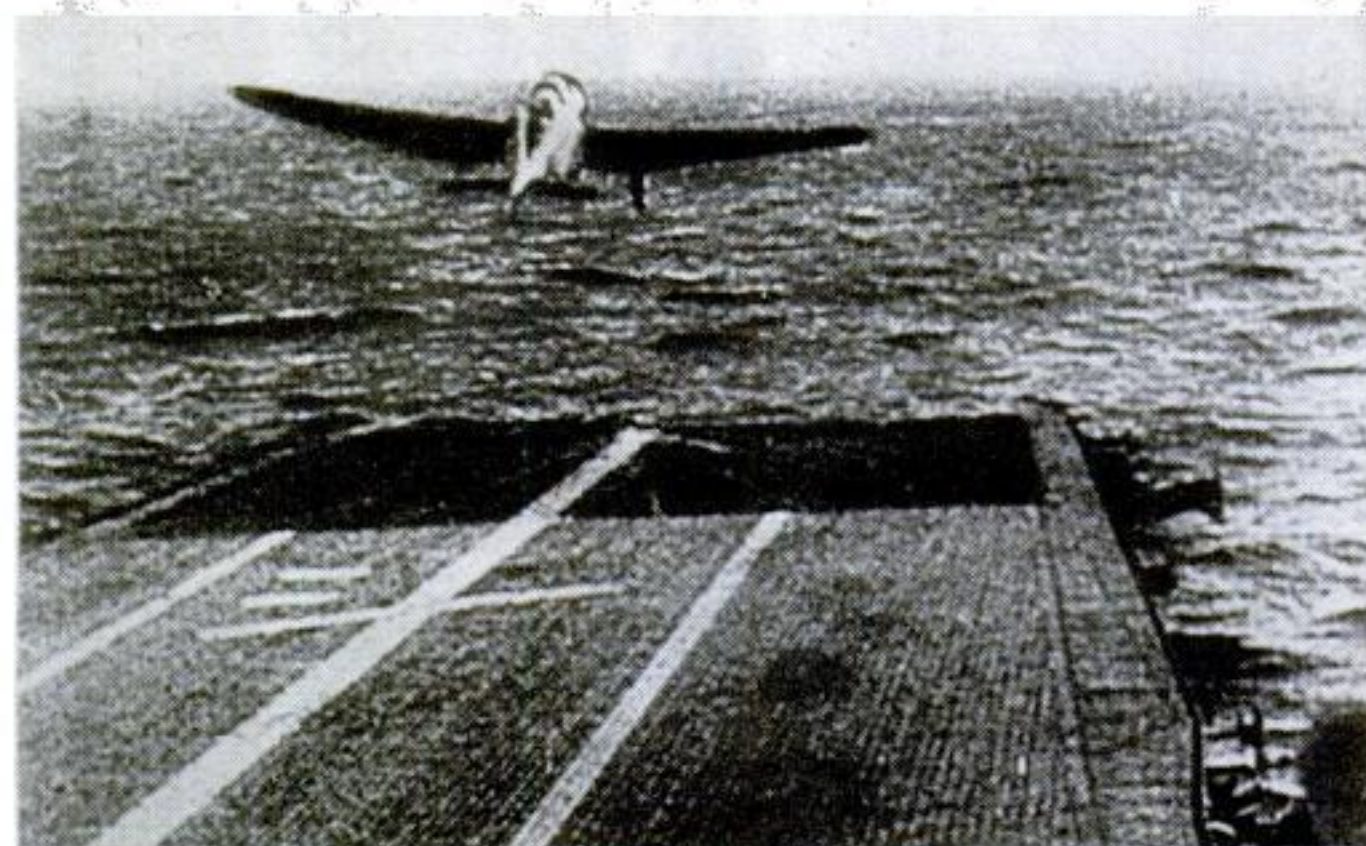


STERLING

MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES

"Crusade" on TV CONTINUED

PEARL HARBOR—JAP VERSION



CAPTURED ENEMY FILM used in *Crusade* shows Jap carrier take-offs in mid-Pacific, Jap naval officers conferring on a carrier's bridge and the effect of their bombs at Pearl Harbor. Although many Japs were assiduous photography students before the war, the quality of Jap war film was amazingly bad.

[CONTINUED ON PAGE 92](#)



PLAYTEX PANTY GIRDLE SLIMS AND TRIMS SUMMER SILHOUETTES, INVISIBLE EVEN UNDER SLEEKEST SUMMER DRESSES

AMERICA'S MOST ACTIVE WOMEN CHOOSE PLAYTEX PANTY GIRDLE!

It slims and trims invisibly under bathing suits, slacks, shorts, all summer fashions

This is the time of year when a woman's chief concern is her summer figure—especially in a bathing suit. America's most active women are turning to the invisible PLAYTEX PANTY GIRDLE to look inches slimmer and trimmer on the beach and everywhere.

Made with tree-grown liquid latex (no fabric, seams, stitches or bones) PLAYTEX combines amazing figure-slimming power with complete comfort and freedom of action. It washes in ten seconds, pats dry with a towel, holds its shape and yours forever.



LISA KIRK, singing star of *Kiss Me, Kate*, chosen one of 1949's Best Dressed Women: "Comfortable! The only girdle with no seams, stitches or bones. No wonder it's the largest-selling girdle."



LILLY DACHE, famous designer of hats and clothes: "Any dress, light and gossamer, or sleek and clinging—looks better on a woman if she's wearing a PLAYTEX. PLAYTEX makes my work easier."



VIRGINIA FIELD, star of *Light Up The Sky*, chosen one of the Best Dressed Women of 1949: "The PLAYTEX girdle is more than a promise—it really performs to slim and trim you!"



PAULINE BETZ, 4-times National Women's Tennis Champion: "The only girdle allowing complete freedom of action. You hardly know you have a PLAYTEX on, yet it keeps curves where they belong."



MILDRED O'DONNELL, famous diving and swimming champion: "It's invisible! You can even wear PLAYTEX under your bathing suit and no one can tell. It does wonders for your figure!"



IN SLIM, SILVERY TUBES, PLAYTEX Panty Girdles are on sale at leading department stores and specialty shops, coast to coast, Blossom Pink, Gardenia White, Heavenly Blue, extra small, small, medium and large.....\$3.50
PLAYTEX Panty Girdle with garters...\$3.95
PLAYTEX Garter Girdle.....\$3.95
Extra Large PLAYTEX Garter Girdles...\$4.95

INTERNATIONAL LATEX CORP.
PLAYTEX PARK, DOVER, DELAWARE ©1949

Why pay more?

WINDEX WAX for GLASS

COSTS LESS!



1. BACKACHES—from cleaning—good-by! Windows come clean faster! Stay clean longer. You just spread on Windex Wax for Glass. Wipe it off. No rubbing! The gleaming finish sheds dirt, dust, soot. And it costs so much less, too!



2. EXTRA PRIDE in silverware! Windex Wax for Glass gives flatware, candlesticks that "jeweler's" sparkle—A "new-bright" look to brass, chromium, copper, porcelain.



3. YOUR HEART will thrill to the way glass table tops and mirrors pop with glistening highlights! You can clean hundreds of things with the big 16-ounce can, economically!

NO BETTER WAX GLASS CLEANER AT ANY PRICE!

CLEANS:

Windows	Bathtubs	Fireplace
Mirrors	Tiling	Fittings
Glass Table	Sinks	Costume
Tops	Stoves	Jewelry
Picture Glass	Toasters	Glass Doors
Light Fixtures	Irons	Glass
Silverware	Bathroom	Ventilators
Pewter	Fixtures	Chromium
Refrigerators	Copper Fittings	Fittings
		Brass Fittings

—and many, many more!



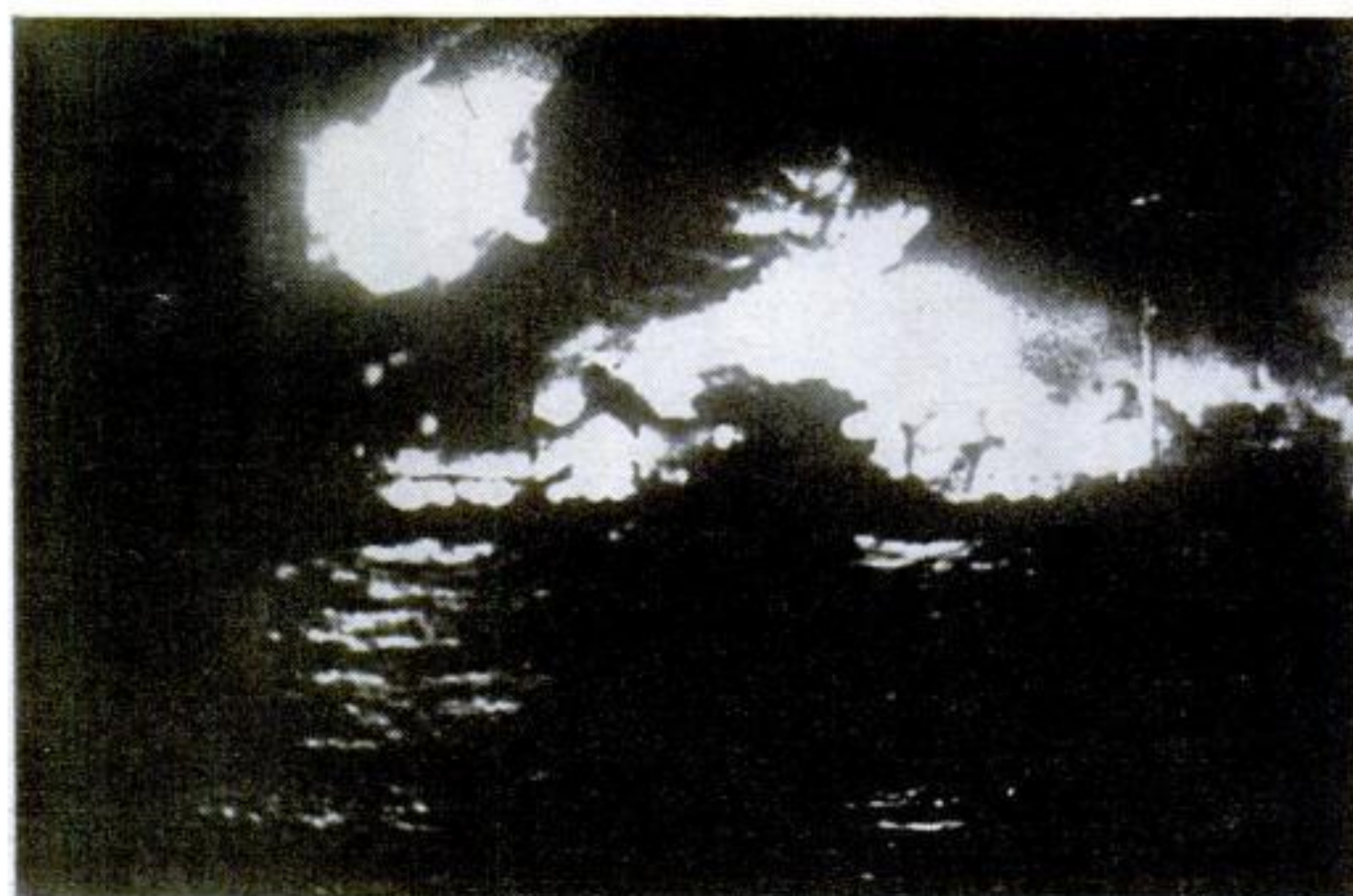
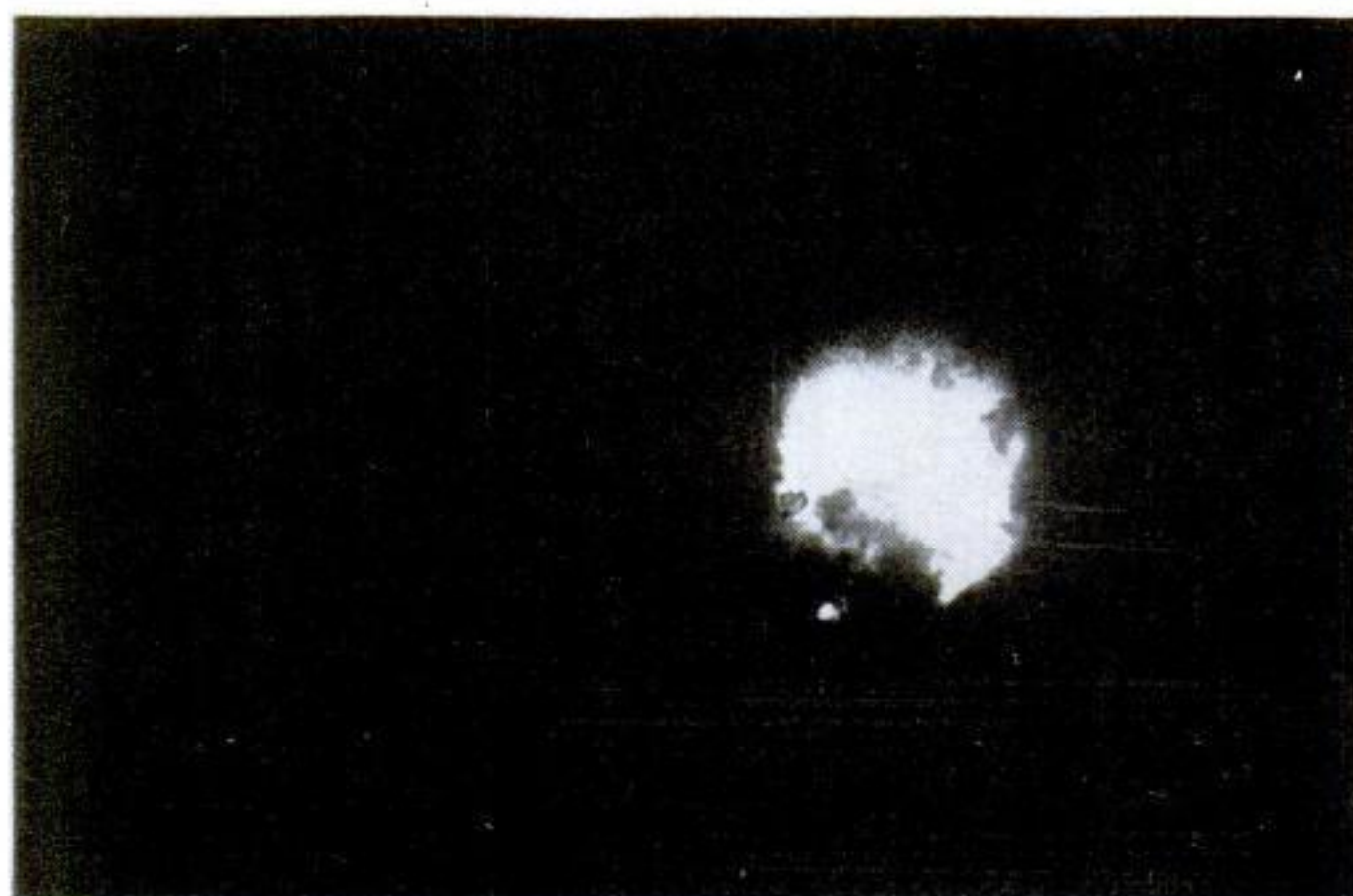
Made by
Makers of
Windex Spray

Copyright, 1949
The Drackett Co.

Not for use on automobile bodies, floors, furniture

"Crusade" on TV CONTINUED

U-BOAT WAR—NAZI VERSION



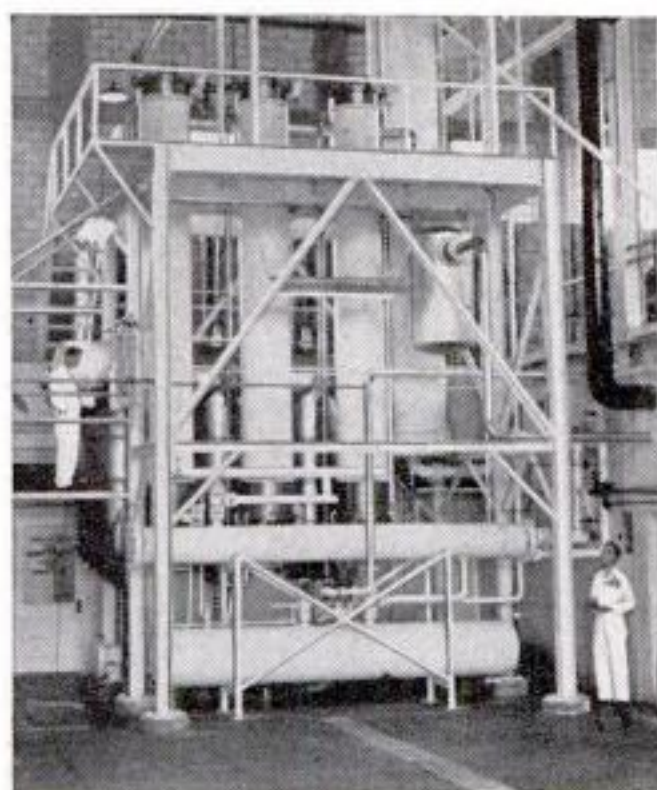
GERMAN-EYE VIEW of 1942 sea carnage in the North Atlantic is revealed in dramatic shots like these from TV sequences. Taken from captured German film, they show a young U-boat officer giving the command to fire, the very moment of impact as the torpedo crashes into the target and the aftermath.

MUSHROOMING SALES FOLLOW BIRTH OF A CITRUS PRODIGY

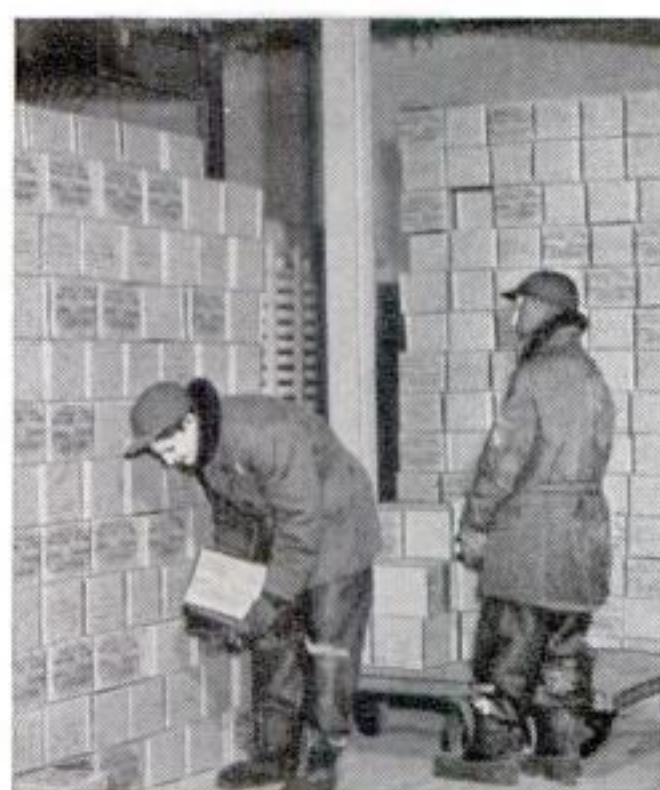
Frozen concentrated orange juice, the newest food sensation, catches public favor overnight

The "Cinderella of the Citrus Industry," frozen concentrated orange juice, has suddenly caught public preference—as indicated by a sales increase of more than 300 per cent in just one year. In keeping with the labor-saving mood of today's American housewife, the product requires no squeezing or reaming. There is no waste to dispose of. Preparation consists merely in putting back the water that has been extracted, and stirring. A pint and a half of juice can be prepared in less time than it formerly took to cut and squeeze two oranges. Exhaustive laboratory tests prove that the vitamin content is entirely preserved.

Frozen concentrated orange juice, a wartime development of the research scientists of the Florida Citrus Commission, has exceeded all expectations. Two years ago very few people had heard of it. Today, rapidly increasing production is racing to keep up with a demand greater than any ever experienced in the history of frozen foods. So quickly has this new product become popular that grocers, knowing the American fancy for orange juice, are stocking as much as they can buy.



SECRET OF FLAVOR is the use of expensive evaporators like these, which actually speed fresh juice from fruit to freezer in less than fifteen minutes. Using low temperatures under high vacuum, evaporators remove nothing but water, preserving the full vitamin content, fresh fruit flavor, natural sugar, and minerals.



IN ARCTIC RIGS, Florida workmen store cans of juice in specially constructed warehouses. Despite tropical sunshine outside, temperatures here range around ten degrees below zero. Protected at near-zero temperatures until it reaches the buyer, the product keeps perfectly in ordinary home refrigerators from three to five days.



TASTE TESTS TELL the value of the remarkable quick-freeze process that catches the entire fresh-picked, tree-ripened flavor. Not only does frozen concentrated orange juice parallel the home-squeezed product in taste, but dietitians and nutritionists confirm that its food value cannot be challenged.

Something **NEW** and **DELICIOUS** under the Sun!

QUICK-FROZEN Concentrated FLORIDA ORANGE JUICE

There's nothing like it! The juice of 9 to 10 sweet Florida oranges squeezed into a little can only 2 inches wide. And just by adding water, you make a big pitcher of the most delicious orange juice you ever tasted. All the natural flavor and all the nourishing food values of the finest Florida fruit freshly picked from the tree.

The luscious taste, the handiness, and the low cost of this new Florida creation has caused such a sensation that it's taking 2 BILLION Florida oranges to supply the demand. It's at stores selling frozen foods. *Don't miss it!*



HOW EASY IT IS TO PREPARE!
No defrosting for you to do. No squeezing and no straining. Just add three cans of water and mix vigorously.

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

FLORIDA QUICK-FROZEN CONCENTRATED ORANGE JUICE



Here's where exciting new styling first sees the light of day — on the drawing boards of artist-designers skilled at translating dream shapes into smart and practical form.

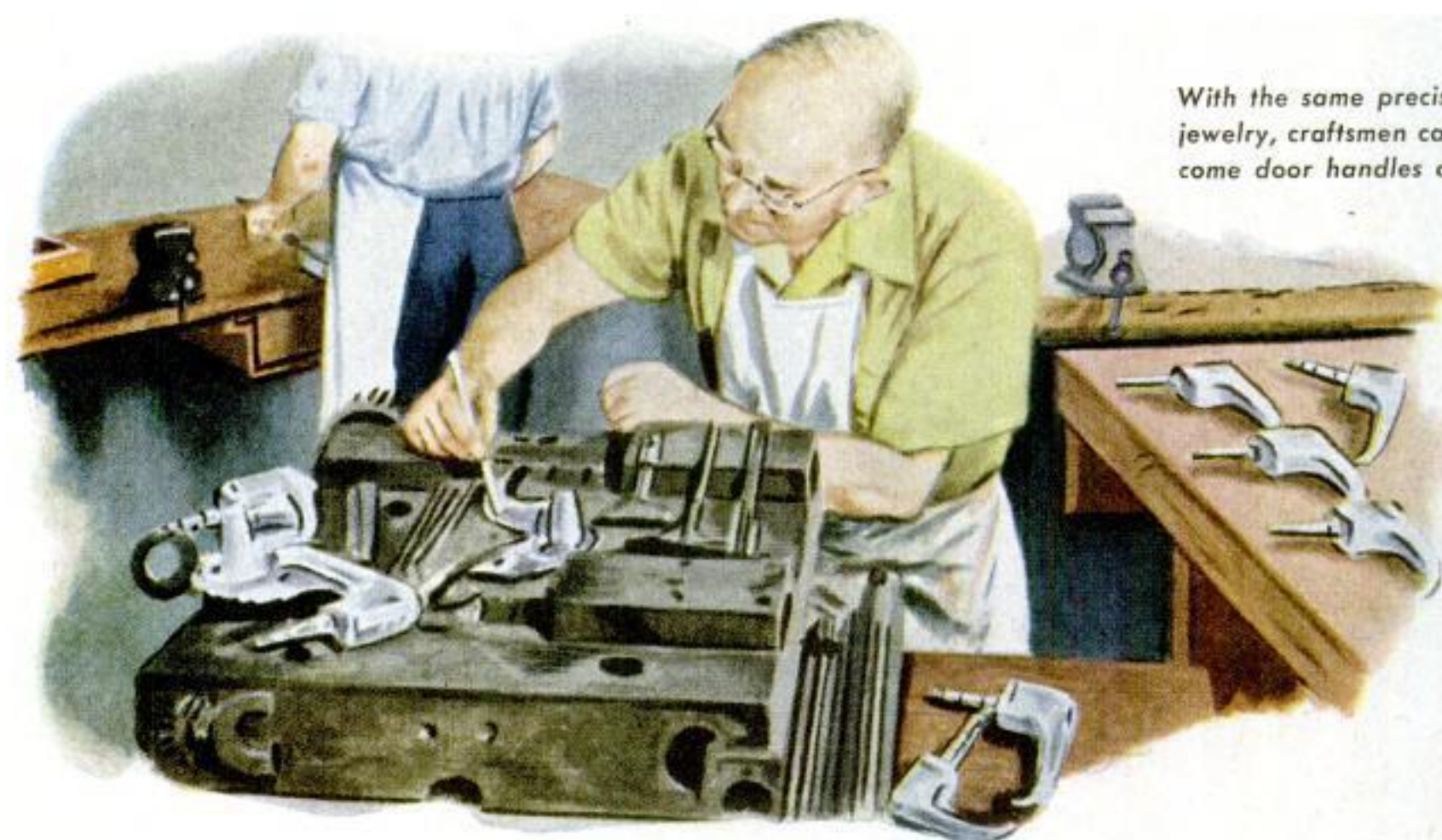


Cars have interior decorators, too. They are called trim engineers and a whole staff of them create the interior charm of GM cars.

Key to smart fashion



Metal-probing microscopes pry into the nature of sheet metals to make sure they can be formed in the graceful, sweeping curves specified by designers.

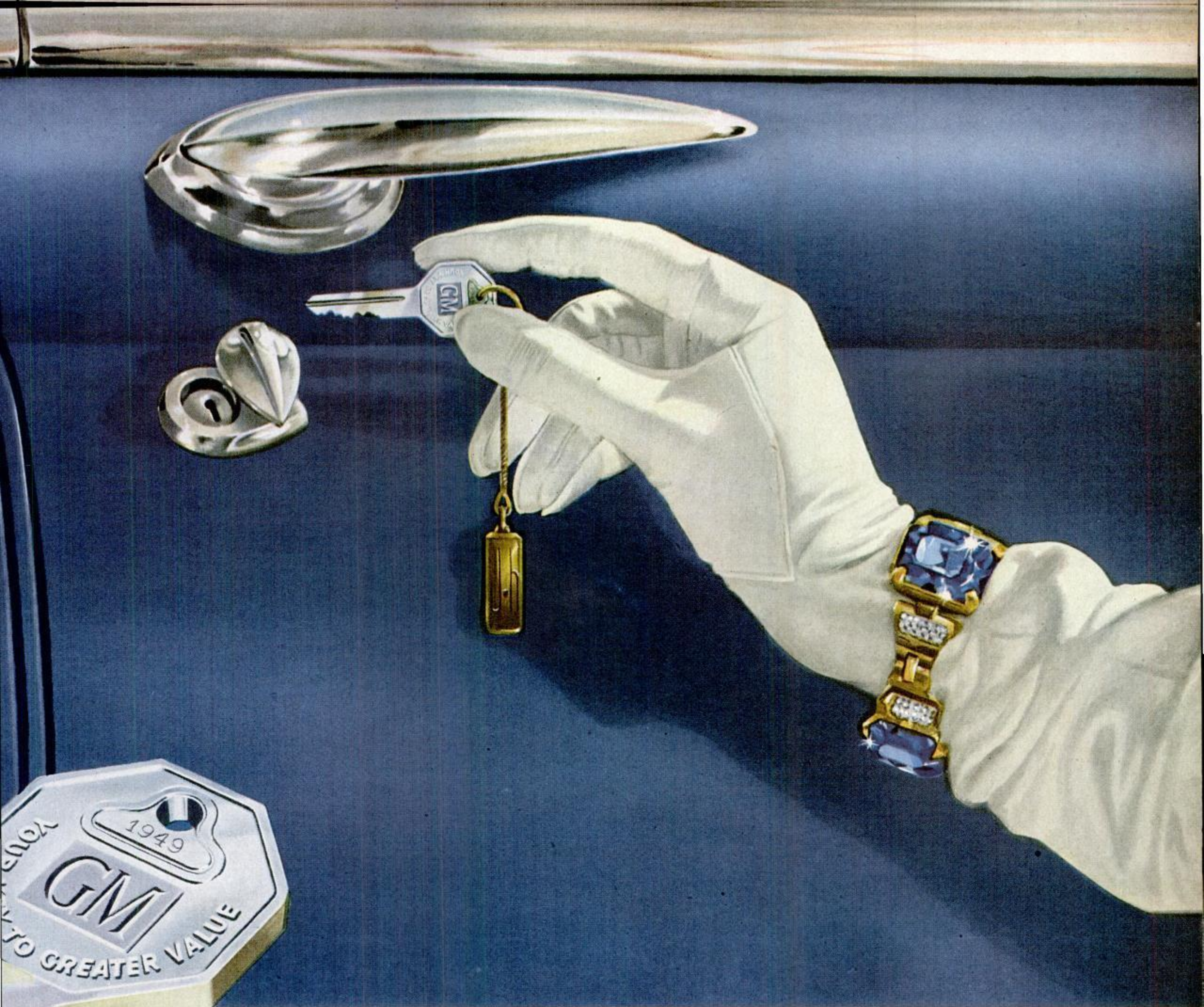


With the same precise skill lavished on fine jewelry, craftsmen carve the dies from which come door handles and other body fittings.

THE KEY TO A GENERAL MOTORS
CAR
*Your Key to
Greater Value*

NOW! HENRY J. TAYLOR
on the air every Monday evening
over the ABC Network, coast to coast.

CHEVROLET



There's much more to car styling than meets the eye.

It takes, first of all, the skill and judgment to create styles which are right.

But it also takes expert research, engineering and production to translate fresh

new designs into a gleaming reality of glass and metal.

The reason that GM styling pleases so many car owners is that so many people in General Motors make it their full-time job to keep ahead of the style parade.

"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

For Finer Flavor... serve **Hi Ho!**

Compare Hi Ho with any other cracker

COMPARE

for appetizing appeal... In appearance, Hi Ho crackers invite comparison with any other cracker. Note the golden-brown color... the uniformity of every Hi Ho.

COMPARE

for flakiness... Turn a Hi Ho cracker edgewise. Note the flakiness, the delicate texture... sure sign of expert baking.

COMPARE

for finer flavor... Taste Hi Ho... try them on your family and guests. No other cracker has the flavor that belongs only to Hi Ho!

FROM THE
THOUSAND WINDOW
BAKERIES OF



©1949





AS HIS HORSE STOPS SHORT TO AVOID A COLLISION ARGENTINA'S NICHOLAS GUINAZU GOES TUMBLING OVER REINS. ALTHOUGH SHAKEN UP HE FINISHED GAME

ROUGH POLO

Argentina beats the U.S. for world championship

The picture above is a good example of the spectacular action that caused one Los Angeles sports fan to call polo "a combination of a Western movie and a hockey game." It was taken during the first of four matches between the champions of Argentina and a U.S. team made up of Cecil Smith, Harry ("Dutch") Evinger, Aiden Roark, George Oliver and Eric Pedley (as substitute). Until the Argentines arrived in Los Angeles, however, they did not know the series would be for the "world championship"—and their nine-goal star, Roberto Cavanagh, had been left at home. Cavanagh was sent for but he arrived too late to get into shape for the first match on April 3, which the Argentines played under protest. The U.S. won, but the protest was upheld and a replay ordered. With Cavanagh in the lineup the Argentines rode to a two-out-of-three victory, scoring an 11 to 6 triumph in the April 24 "money" match (in which Cavanagh, playing with two broken ribs, made four goals).



MUSTACHIOED GAUCHOS, actually hostlers in fancy dress, entertain local girls when they are not caring for team's 32 horses. Expedition cost the Argentines \$50,000.



ON ARCO'S MAIN STREET THE BUSINESS OWNERS—ALL OF WHOM CAN FORESEE A BOOMING TRADE AND LOTS OF PROFITS FROM THE ATOM STATION—STAND IN FRONT OF



TOWN LEADERS hold emergency meeting and pool their change for an urgent phone call to their congressman in Washington—seeking more details on the new atom station.

A VILLAGE

ARCO, IDAHO (POP. 780) GETS

The most excited village in the whole U.S. this spring was unquestionably Arco, Idaho. In 70 uneventful years Arco had never managed to grow beyond 780 souls. It never needed a jail and its fire department was composed of a cartful of hose and a handful of volunteers. For entertainment there were a few saloons, a poolroom and a movie theater which operated four nights a week. Six mornings a week a train puffed in from Blackfoot (pop. 5,000) on its way to Mackay (pop. 780), and in the afternoons it puffed back again. High school students sometimes climbed Wildcat Mountain and painted their class numerals on its rocky sides (leaving marks which can be seen in the photograph above). But aside from that nothing much ever happened in the little village nestled up in the sage-covered wasteland between the mountains and the desert. In its description of Arco *The Idaho State Encyclopedia* is refreshingly frank: "Points of interest—There are none of note in the town. . . ."

Then suddenly the big news broke. The Atomic Energy Commission needed 400,000 acres of wasteland for a vast new testing station. Near Arco and its neighboring towns there were easily 400,000 acres of drought-ridden lava sinks



THEIR STORES. SOME OF THEM, ON THE THEORY THAT THE TOWN'S POPULATION WILL SOON GROW TO ANYWHERE FROM 5,000 TO 10,000, ARE ALREADY EXPANDING

WAKES UP

READY FOR ATOMIC AGE BOOM

where hardly a jack rabbit disturbed the solitude. The decision was made. Soon 300 to 400 men would arrive in the Arco area to start the construction work and the new roads. Eventually there would probably be 6,000 of them, all busy as beavers. When the station was finished it would employ some 2,000 permanent workers, including numerous high-brow scientists. Little Arco pondered the figures, took a deep breath and then went wild. Fame had come and—since the workers would have to live and spend their money somewhere and Arco was as handy as anyplace—fortune seemed to be on the way. The townsfolk broke into a joyous torchlight parade (right) and then got busy planning how to jump on the bandwagon with a maximum of profit. Vacant lots in the business district, which had gone begging for \$300–\$600, jumped to \$500–\$1,000. Residential lots were uplisted from \$100–\$300 to \$250–\$400. One visitor, who had been looking at a building offered for \$10,000 just before the announcement, returned to find the price jacked up to \$17,500. To bigger cities the thought of 6,000 temporary and 2,000 permanent workers spread over 400,000 acres might merely inspire a shrug, but to Arco it looked like the biggest westward surge since the gold rush.



TORCHLIGHT PARADE, with band and everything, celebrates the announcement. Everybody gathered on main street to discuss news and parade followed spontaneously.



MAYOR Winfield Marvel (*left*), who is village's paper-hanger and undertaker, says, "I'm going to grow with the town. If I go broke I'm still young—and if I make it, fine."



EDITOR Genevieve Rose of *Arco Advertiser* says, "I came here for my health and a little tranquillity. I guess they've brought the city to me—but I'll take it in stride."



THEATER OWNER and Rancher George Walker, 83, worth around \$750,000, is skeptical: "I don't want to lose what I got and I don't want anyone to get away with it."

BOOM WILL RAISE PROBLEMS BUT ARCO WANTS IT ANYWAY

On second thought the good people of Arco had some doubts. Take the trout fishing, the most sensible reason for anybody to come to the town—what would the atomic station do to it? And where would Arco get more water to supply its new population? How about a new school, roads, a sewage system? Worst of all, in staunchly Republican Arco, what if all the new workers turned out to be Democrats? Come to think of it, the news had so many puzzling angles that it made



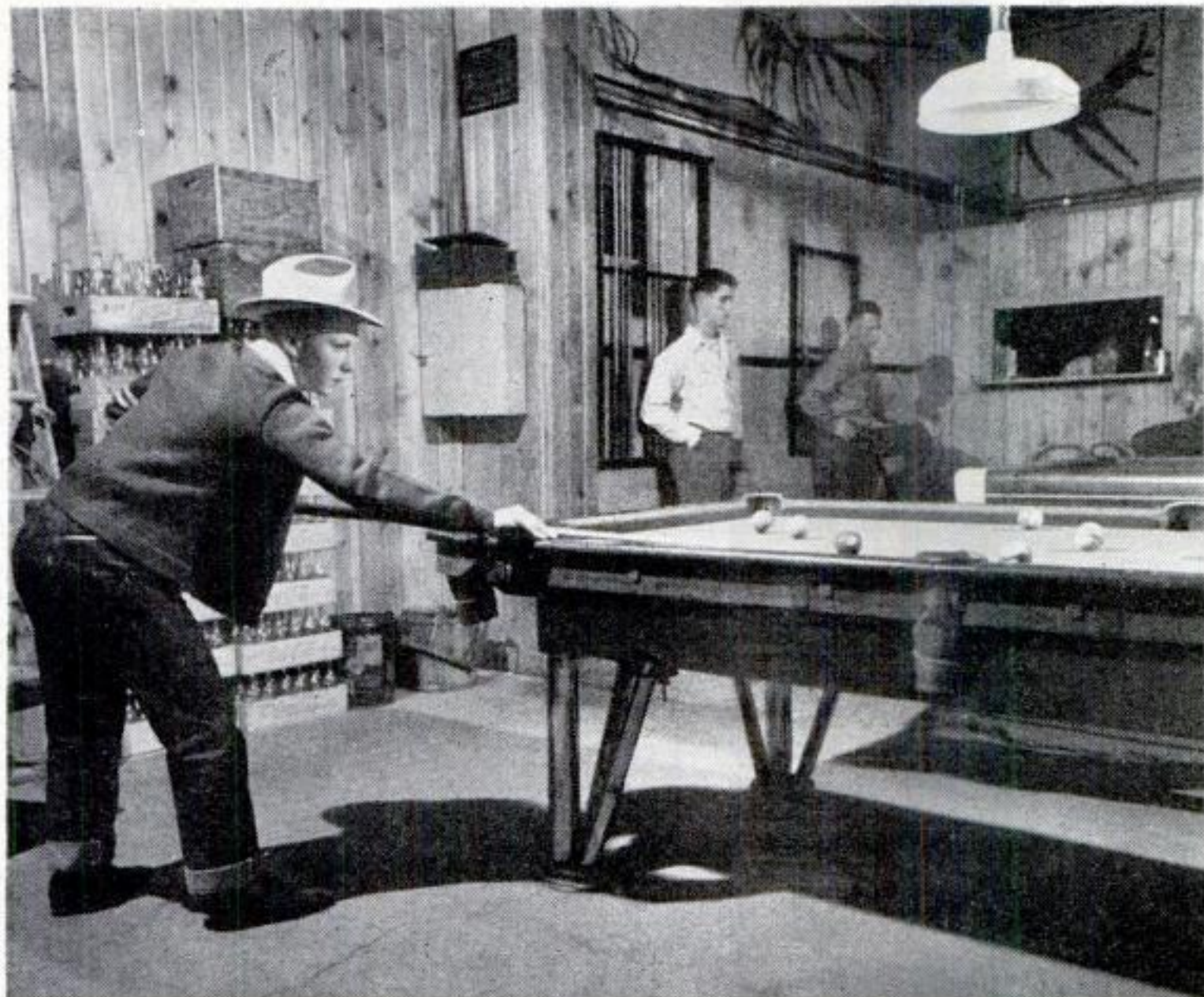
OLD FIRE TRAILER was a cart full of hose which could be hooked up to an automobile. It was so inefficient Arco's fire insurance rates were even higher than for farms.



NEW FIRE ENGINE was ordered by Mayor Marvel before atom project. Said a citizen, "People thought he was a fool. Now the atom commission has made him a wise man."



REAL ESTATE DEALER Ora Jones (*right*), who stands to make a small fortune if boom comes, auctions off equipment of a farmer who wanted money for a filling station.



HIGH SCHOOL STUDENT Larman Andersen (*left*), here enjoying one of the few forms of recreation available in Arco, doesn't know what to think of the atom project: "It will be a good thing for the whole county, but it may bring a lot of toughs into town."

a man's head swim. For instance even if the atom station really meant a boom, wouldn't that just bring in more businessmen to share it? But on third thought Arco decided that it might as well be joyous and get busy after all—especially since there was no way of turning back the clock. As Banker Oscar Hiller said, "At first I wasn't too happy because I realized this town will never be the same again. But now I feel better. This is an opportunity that doesn't come often."



SALOONKEEPER George Poole (*right*) watches start of new addition to Sawtooth Club. He is lengthening bar from 36 to 60 feet, adding dance floor and cocktail lounge.



400,000 ATOM ACRES include Big Lost River, which gets its name because it disappears into the lava. Scientists hope atom waste will also be absorbed in porous lava soil.

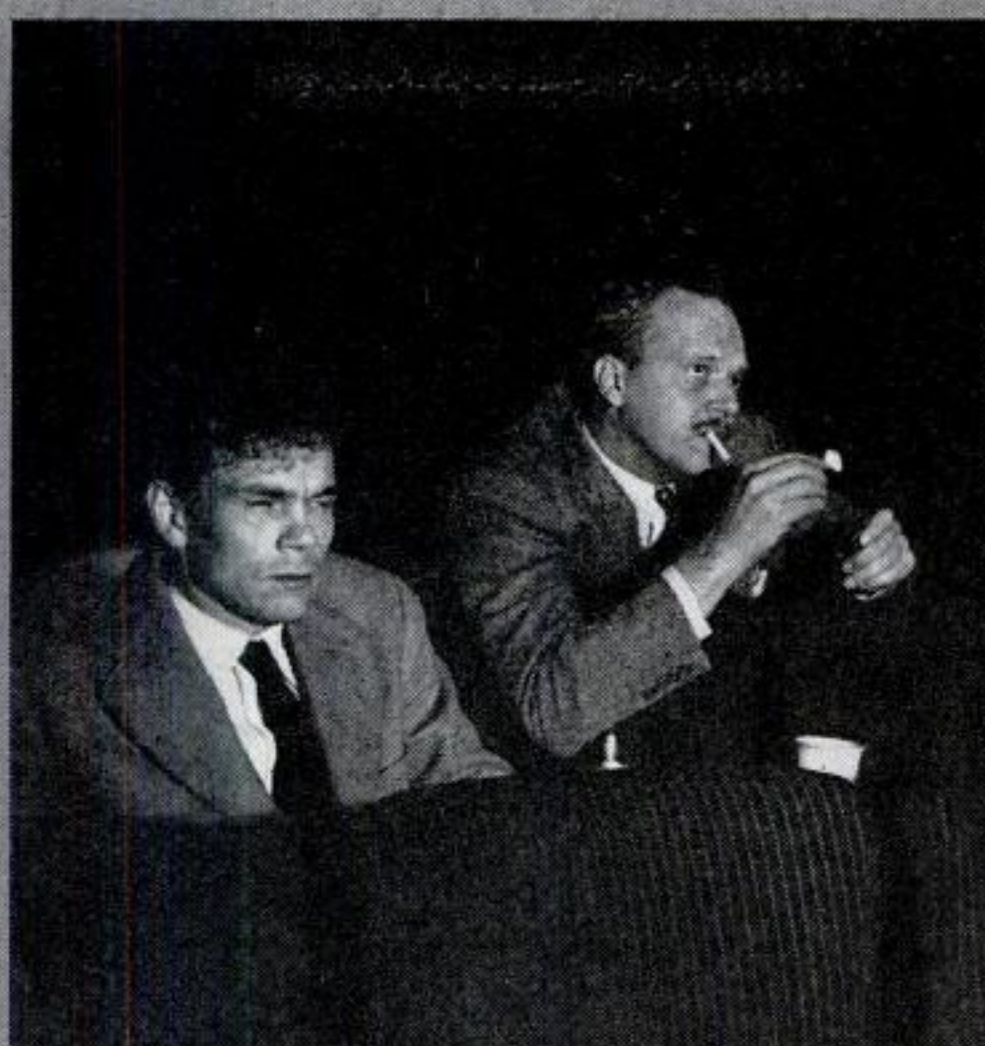


WHEN HE DIRECTS a play in rehearsal Josh Logan spares himself as little exertion as he does the actors. Demonstrating "a piece of business," as he does here and in some

of the pictures on the opposite page, he acts it out broadly. Above he shows how he wants the captain's potted palm thrown overboard in the famous scene from *Mister Roberts*.



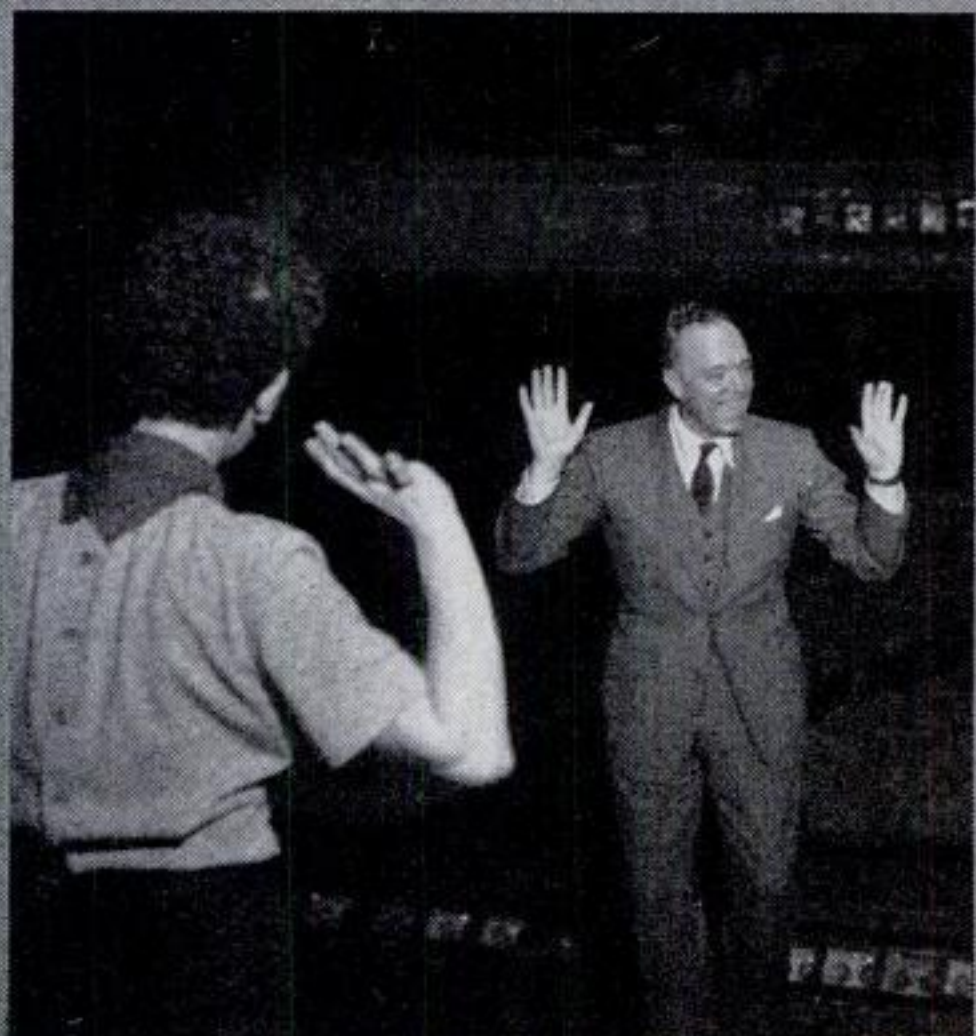
DEMONSTRATING A DANCE



WATCHING "ROBERTS" WITH COAUTHOR



FEELING A TENSE SCENE



SHOWING MARY MARTIN A GESTURE



MAKING A POINT TO HENRY FONDA



STUDYING A SCENE IN REHEARSAL

Josh Logan

Broadway's triple-threat writer, director and producer, he is the man behind smash hits like "South Pacific," "Mister Roberts" and "Annie Get Your Gun"

by LINCOLN BARNETT

ONE day recently playwright Howard Lindsay was analyzing the term "genius." "If you stage one big success in the theater," he said, "you are for that season A Very Fine Director. If you stage two very close together then you're A Genius. You can get over the reputation of being A Very Fine Director rather quickly—by one failure. The reputation of being A Genius takes a little longer to lose."

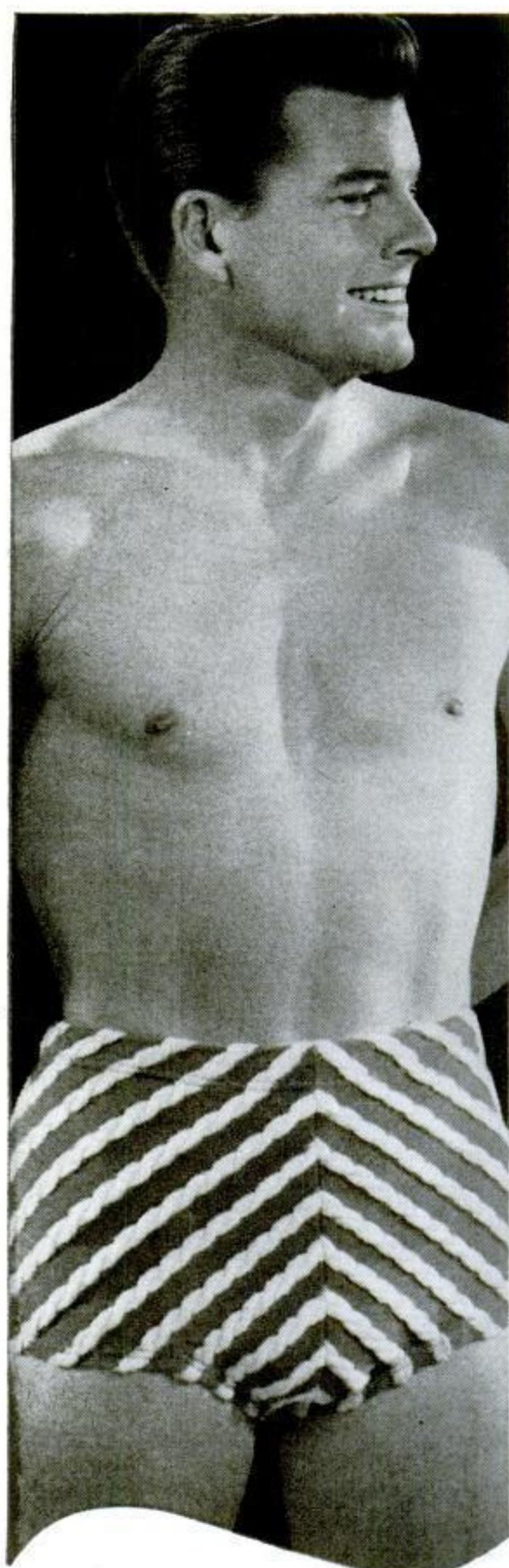
"Today," he added, "Josh Logan is A Genius."

Joshua Logan's qualification for this title rests, as Lindsay went on to say, on a breadth of talent and range of achievement that are currently unequalled in the American theater. He had been recognized as an unusually gifted director before the war. After three years in the Army he returned to Broadway and quickly staged three unmistakable hits: *Annie Get Your Gun*, which enjoyed a run of nearly three years; *Happy Birthday*, which played for a year and a half; and *John Loves Mary*, which ran a full year. His stature increased still further with his enormous dual triumph as co-author and director of *Mister Roberts*, which is generally conceded to be the finest war play of this generation and is now well into its second year. The level above genius is, like the level above supercolossal, without definition on Broadway or in Webster's; but it is apparent that Logan entered that category last month when *South Pacific* (LIFE, April 18) opened to

the acclaim of New York's drama critics who promptly voted it the most distinguished musical of the theater season.

The paradox of Logan's success as a director has been that really effective direction is not noticed by the audience. "When people come up and tell me the direction was wonderful," he says, "then I know I failed." No "arty" director would make such a statement, for it is most often the studied, stylized type of directing that gets acclaimed as art. The premise of Logan's dramaturgy is that a play should create an illusion which must not be overshadowed by obtrusive tricks of stagecraft. "The audience should be entranced, hypnotized, transported like children listening to a fairy tale. The individual actor, playwright or director who breaks the spell by drawing attention to himself and crowing 'See how clever I am!' is a crook."

Oscar Hammerstein II, the songwriter and producer, who worked with Logan on *South Pacific* and *Annie Get Your Gun*, has remarked that directors, like doctors, have various specialties. "Some have a good eye for pictorial composition and movement," he said. "Some have an ear for diction and dialog. Some are good executives who know how to keep a big company working happily together. Others can analyze a script and improve it by criticism and revision. These are separate qualities and a producer is usually glad to settle for one or two of them. Josh has them all."



"Sweethearts in Swim Suits"*

by *Catalina*
...styled in
CALIFORNIA for the
STARS of Hollywood
...and **YOU!**

*REG. U.S. PAT. OFF.

"Cable"—white wool cables on Celanese and Lastex knit. 12.00

(These trunks one of a "Sweethearts in Swim Suits" combination. Note matching women's suit featured in other Catalina ad on this page.)

LOOK FOR THE  FLYING FISH



a Catalina Creation

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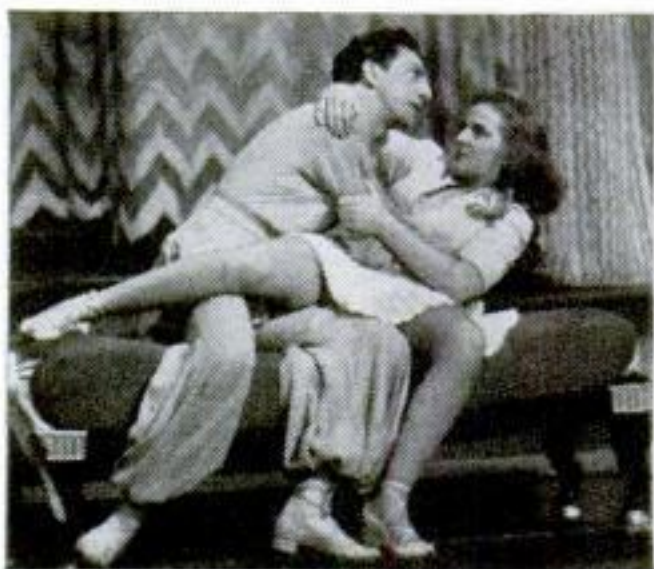
LOGAN'S HIT SHOWS



ON BORROWED TIME (1938)



I MARRIED AN ANGEL (1938)



BY JUPITER (1942)



HAPPY BIRTHDAY (1946)



ANNIE GET YOUR GUN (1946)



MISTER ROBERTS (1948)

JOSH LOGAN CONTINUED

To actors Logan's most notable talent is his ability to demonstrate as well as explain what he wants them to do. "When Josh gets up and shows a piece of business," one actor declares, "there's no doubt in your mind what he's after. His expressions are seven times life size." Stage managers defer to his memory from which he can summon every line, light cue and stage direction in a new play at the first rehearsal, thereby rendering a prompter unnecessary. Producers and playwrights especially esteem his huge energies and implacable artistic conscience, which have kept more than one playwright up all night, revising scenes with Logan's help.

Both physically and intellectually Logan is well equipped to prevail among the extroverts who populate the theater. He is big, ebullient, volatile and speaks with a voice that has in it, when he chooses, overtones of his military school background. In argument he utilizes a knowledge of dramatic theory and literature, from Aristotle's *Poetics* to Stanislavsky, that is second to none in the profession. These attributes, which could add up to something haughty, are modified by unusual warmth and sensitivity. Though he will yell at the top of his lungs in rehearsal, his outburst is always on an artistic, nonpersonal level. When someone produces an improbable idea he will say, "Okay, let's try it,"—not because he is in doubt but because, as he observes, "The most tender time is the moment of creation. That's when you mustn't hurt a person. You must treat him as though he were sick—gently, understandingly, tenderly." His temperament is further moderated by an unappeasable appetite for laughs. Once in his early days as an actor, intoxicated by the laughter he was drawing in a comedy role, he took a stage fall with suicidal violence. "I got a laugh," he recalls complacently, "before the blood started to spurt."

Logan's devotion to the theater is not so much an esthetic attachment as a deep ungovernable passion, a species of lust. "I love big emotional things," he once confessed. "Belly laughs are emotional things." Yet he is equally responsive to slighter wavelengths of emotion. His insight into the heart doubtless derives in part from an ambivalence, an antithesis of traits within himself—creator *vs.* technician, artist *vs.* materialist—which is reflected in the delicate balance of roughhouse and tears in *Mister Roberts*. This inner fer-



"Sweethearts in Swim Suits"*

fashioned by
Schiaparelli
exclusively for
Catalina
*REG. U.S. PAT. OFF.

"Cable Mio"—white wool cables on Celanese and Lastex knit. A Catalina Convertible.* Designed by world-famous Schiaparelli. 20.00

(This swim suit one of a "Sweethearts in Swim Suits" combination. Note matching men's trunks featured in other Catalina ad on this page.)

*Can be worn with or without straps

LOOK FOR THE  FLYING FISH



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CONTINUED ON PAGE 106

Why you'll want Amuröl

because...

Amuröl is the new ammoniated tooth powder based on a formula developed by University of Illinois scientists as a result of years of research.

because...

It is the **ONLY** ammoniated dentifrice **NAMED** in the famous Reader's Digest article, "New Brush-Off for Dental Decay."

because...

Consistent use of Amuröl tends to create an ammonia condition in the mouth similar to that found in individuals who are naturally immune to tooth decay.

because...

Amuröl is unsurpassed as a tooth cleanser. It has a pleasing taste and a prolonged refreshing action.

because...

The Council on Dental Therapeutics of the American Dental Association has accepted Amuröl for clinical trial.

Now you can get Amuröl! Due to the tremendous demand, Amuröl often has been difficult to obtain. Now, vastly increased production enables druggists everywhere to have ample stocks. But be sure to insist on Amuröl! Look for the name "Amuröl" in the blue oval. Start using Amuröl today!

AMUROL PRODUCTS CO., 410 S. MICHIGAN AVE., CHICAGO 5

"Your Dentist Knows"



Long-lasting, economical packages at drug counters everywhere

SEE YOUR DENTIST. His professional skill is indispensable to good oral hygiene. Visit him regularly. Be guided by his advice. When he recommends AMUROL you may be assured he knows of its scientific background.

The AMMONIATED TOOTH POWDER

To **ADD** fresh **COLOR**

and **LUSTRE**

to your hair after

a shampoo or

home permanent,

use Lovalon

For you who do your hair at home, Lovalon is a must. It rinses gorgeous fresh color into your hair. Gives hair sparkling highlights, leaving it attractive, soft and manageable. Blends in yellow, grey streaks. Lovalon comes in 12 flattering shades... has none of the disadvantages of a dye...

washes out with each shampoo. No dull, drab hair when you use Lovalon. Try it—today.



LOVALON

—the Hair Beauty Rinse

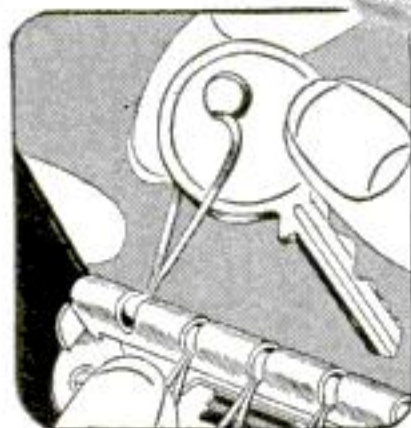
10¢ and 25¢ at toilet goods counters everywhere.

Only a
BUXTON KEY-TAINER*
has these 4 features:

1 Lost Key Return

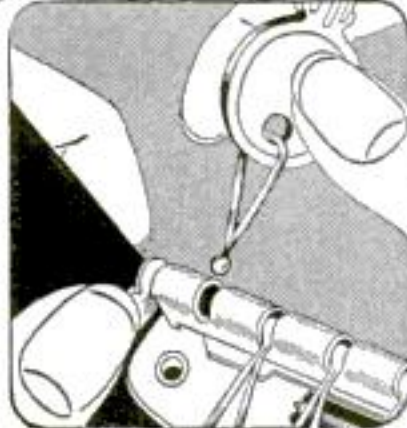
- You write your name and address on one card... send it to Buxton.
- Other card... with registration number only... stays in your Buxton Key-Tainer, offers finder reward for returning key case to us.
- Buxton returns lost Key-Tainer to you, rewards finder with new key case.

*Trade Mark of Buxton Inc. Reg. U. S. Pat. Off.



2 Locked Loops...

One unbroken loop of spring steel... locked in so keys cannot slip or twist off!



3 Automatic Latch...

Pull it back, turn loop up and lift out. Snap latch back to lock keys in!



4 Swivel Action...

Buxton's exclusive design lets keys turn freely without key case interfering!

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JOSH LOGAN CONTINUED

ment was possibly a factor too in a shattering mental disturbance that marred the middle of his career.

Unlike many men of sensibility Logan can look back to a childhood which was both tranquil and gay. He grew up in Louisiana swaddled in all the clichés of the South—a rambling house hung with wisteria, fields of cotton and sugar cane, a Negro mammy, etc., etc. Since his father died when Logan was a small boy and his sister Mary Lee but six weeks old, his interests were shaped chiefly by his mother who was (and is) a deeply sensitive votary of beauty in nature and in art. Instead of Mother Goose she taught him Shakespearean songs. She impressed on him the virtues of consideration and compassion for others; when he fell and bumped his head she would admonish him, "But think how Mr. Floor feels," and he would sob, "Forgive me, Mr. Floor." One day when he and his sister were old enough for movies she took them to a Biblical picture called *Judith of Bethulia*. As the film neared its climax she saw to her dismay that the Assyrian, Holofernes, was going to be beheaded right before the eyes of Josh and Mary Lee. Seizing them in either hand she thrust their faces down into her lap an instant before the ax fell. "Think of fields of yellow daisies. Think of fields of yellow daisies," she whispered hypnotically. The phrase has been a family motto ever since. Years later when their stepfather died Logan and Mary Lee sent their mother a telegram reading simply, "Think of fields of yellow daisies."

Logan showed symptoms of the impresario before he had started school. He composed allegories and staged them in the backyard with Mary Lee in supporting roles. One day he told his mother he would require a dog suit for school the next morning. She pieced together a tolerable dog suit out of some brown flannelette and only learned afterward there had been no school play as she had believed; Josh had simply decided to dramatize his reading lesson which was about a dog.

"All the beauty . . . is needed"

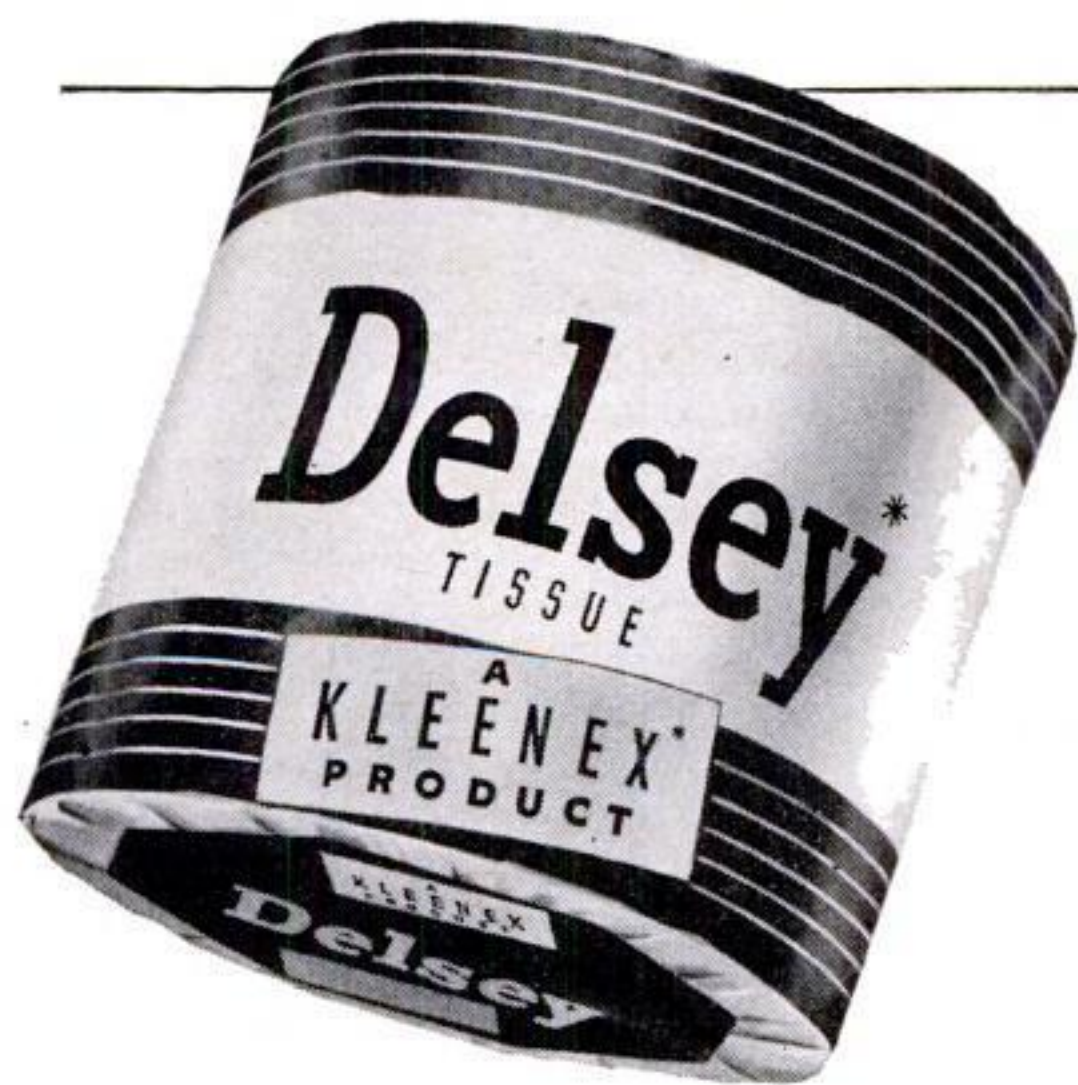
WHEN his mother remarried, a powerful new influence entered Logan's life. His stepfather was Colonel Howard F. Noble, a staff officer of Culver Military Academy. By then Josh was 11 years old, a big boy but rather flaccid. He knew that "Dogs fight, gentlemen don't"; he signed his name J. Lockwood Logan III and was an honor student at Mansfield Female College, a regrettably-named institution consisting of a teachers' college with a grade school attached. Although Colonel Noble was a man of cultivated tastes, interested in the theater, talented as a painter and convinced, as he once wrote, that "all the beauty that can be crowded into a boy's life is needed, for God knows life itself is hard enough," one of the first things Colonel Noble did on getting his new family settled at Culver was to arrange boxing lessons for Josh. In a short time Logan had a new ambition: to be tough. He cultivated a Hoosier accent in place of his Louisiana drawl. He worked hard at his boxing, did roadwork before breakfast and took a correspondence course with Muscle Builder Charles Atlas. Ultimately he became light heavyweight champion of the academy, though he was nervously sick before every bout. He also played tackle on the football team, wrote a column for the campus newspaper, won a medal for declamation and dominated theatricals. He was awarded a special prize on his graduation for leadership in the cultural activities of Culver Military Academy.

At Princeton, which he had elected to attend because of the theatrical lure of the Triangle Club, Logan remodeled his personality a second time. Discovering that his Indiana twang and seminars with Charles Atlas did not impress his urbane classmates from eastern schools, he soon mastered east coast diction and the technique of being "smooth." At the end of his freshman year he teamed up with a junior named Erik Barnouw (now a radio author) to write the next year's Triangle show. Into it Logan introduced a character so adapted to his talents that when casting started everyone agreed he was a natural for the part. As a result he was a star as well as coauthor of the show in his sophomore year; and in his senior year he became president of the Triangle Club, thus attaining what had always seemed to him the *ultima Thule* of human destiny. In their senior poll the class of '31 voted Logan "wittiest," "thinks he's wittiest," "most original" and "thinks he's most original."

The most important influence Logan encountered during his college years was not the Triangle Club but the University Players, an intercollegiate group founded by Charles Leatherbee of the Harvard Dramatic Club and Bretaigue Windust, Princeton '29, now well known on Broadway as director of *Life With Father*, *Arsonic* and *Old Lace* and other hits. They had a theory that college actors were handicapped in the theater by a time factor: they were

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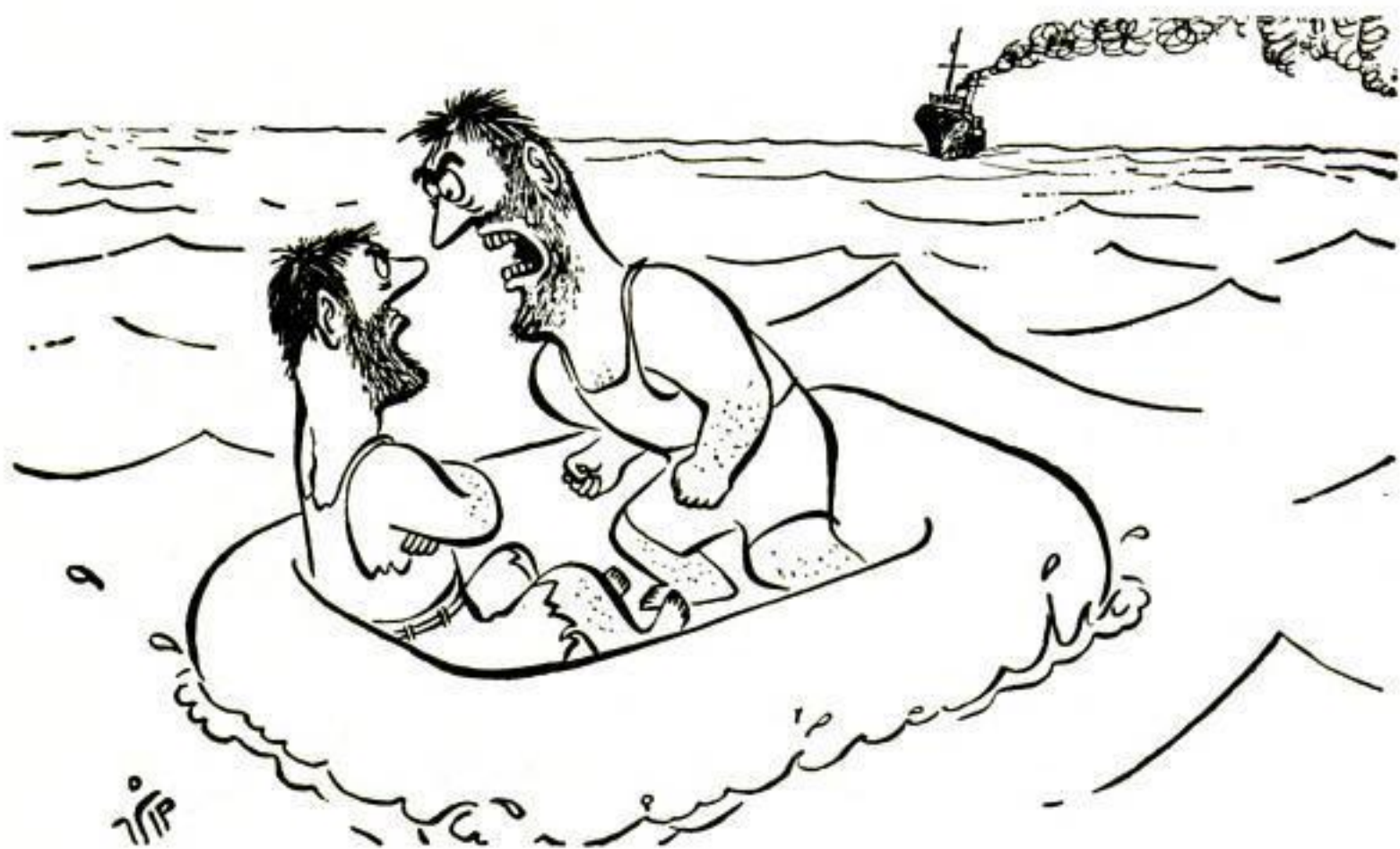
Oh boy!
Delsey is soft – like
Kleenex Tissues!



Delsey toilet tissue

a Kleenex product...double ply for extra strength

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"We go aboard this one whether they have Wheaties or not."

Choosy—these Wheaties eaters. And no wonder! With milk and fruit, these 100% whole wheat flakes are a favorite training dish of many big leaguers...

including Musial, Kiner, Newhouser, Henrich. Plenty nourishing for you too. Vitamins, minerals, food energy, proteins. Wheaties, "Breakfast of Champions!"

"Activated" Shell Premium is the most powerful gasoline your car can use!

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CLEAN UP**

Gum Turpentine is the standard, fool-proof paint thinner preferred by 9 out of 10 Painting Contractors. Cleans paint brushes, woodwork, furniture. For sale everywhere at new low prices.

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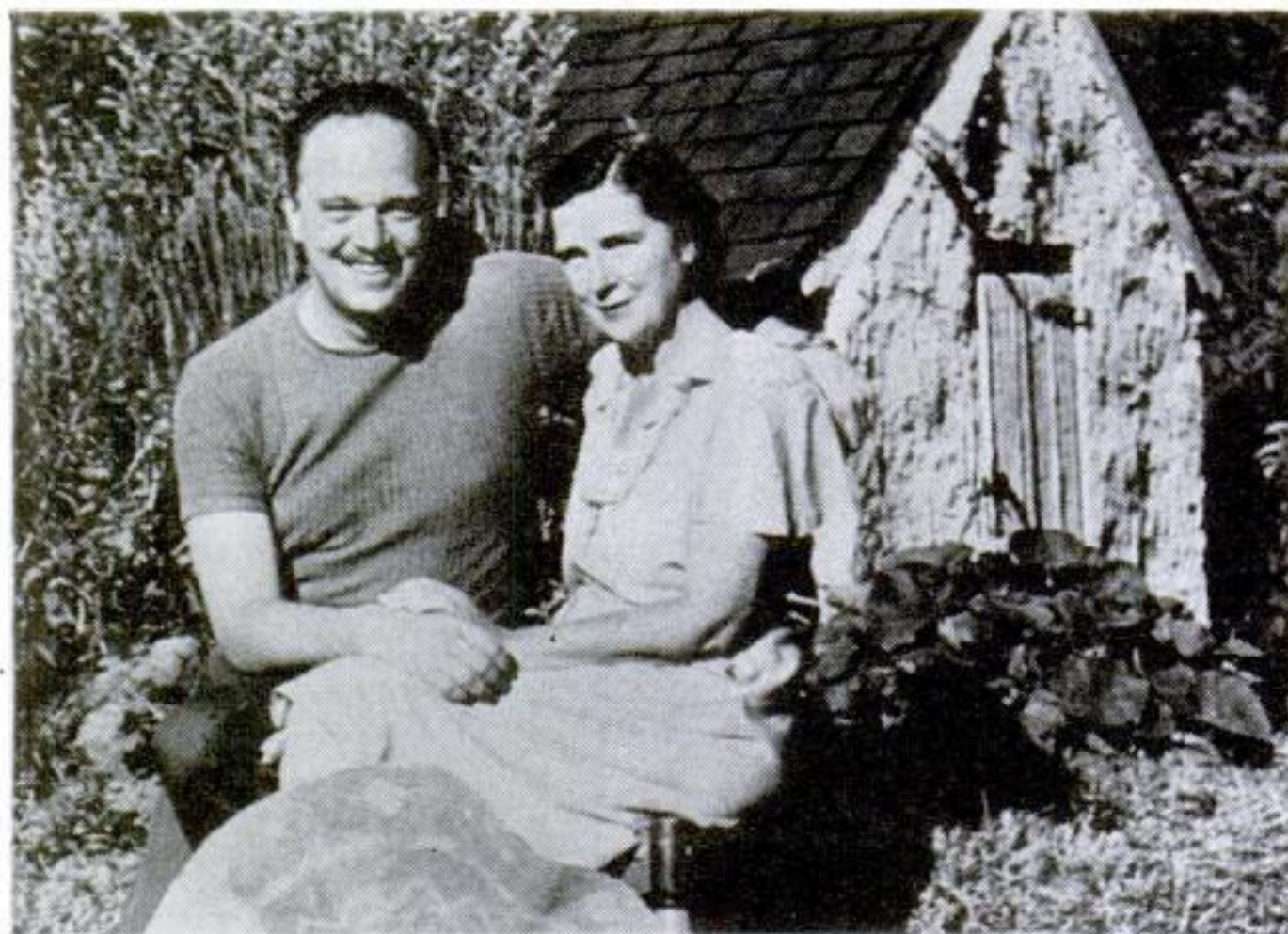
Gum Turpentine
PURE SPIRITS OF
ACCEPT NO SUBSTITUTES
THE BEST PAINT THINNER

Why push a hand mower when you can drive a "Moto-Mower" ... builders of quality power mowers for thirty years ... write for literature and the name of the nearest dealer ... a MOTO-MOWER is worth insisting upon ... sizes 20" to 71"

Life may begin at forty—but your lawn mower pushing days should end...it's time to drive the "MOTO-MOWER"

best known name in power lawn mowers for thirty years

MOTO-MOWER
4622 Woodward, DETROIT 1
... SINCE 1919 Company



LOGAN'S MOTHER, with whom he is shown above in 1947, taught him to recite Shakespearean songs as a child and encouraged his interest in dramatics.

JOSH LOGAN CONTINUED

four years too late in getting started. The summer theater they set up at West Falmouth, Mass., initially for college players only, held together less than five seasons, but its impact on the theater and Hollywood is still evident. It inaugurated the careers of Henry Fonda (Minnesota), James Stewart (Princeton), Margaret Sullivan (Sullins), Mildred Natwick (Bennett), Myron McCormick (Princeton), Kent Smith (Harvard) and Norris Houghton (Princeton) among many others.

From their first meeting at the University Players, Fonda and Logan impressed each other as hilarious clowns and they operated together for a while as a successful comedy team. Fonda soon drifted into serious roles, however, and Logan somewhat later into directing. In this relationship they often found themselves at odds, and on one occasion Fonda led a group of the Players in revolt against Director Logan. Though they remained good friends—Logan was best man at Fonda's marriage to Frances Brokaw, his present wife—they did not work together again in the theater till their reunion in *Mister Roberts*.

Apart from the University Players the most valuable opportunity that came Logan's way at this time was a scholarship entitling him to a season of study with the Moscow Art Theatre. Although it meant renouncing his final term at Princeton and hence his degree, Logan left for Russia in the spring of 1931, accompanied by Charles Leatherbee, and spent the summer under the tutelage of Constantin Stanislavsky, the Moscow Art Theatre's great founder. Stanislavsky was the archenemy of artificial forms, meaningless conventions and everything studied, posed or unfelt in the theater. His theories on opera, which he transformed from a costumed concert into a sung drama, are embodied in Logan's handling of musicals, which are all distinguished by rich character development, full exploitation of emotional values and effortless transitions between musical numbers and scenes.

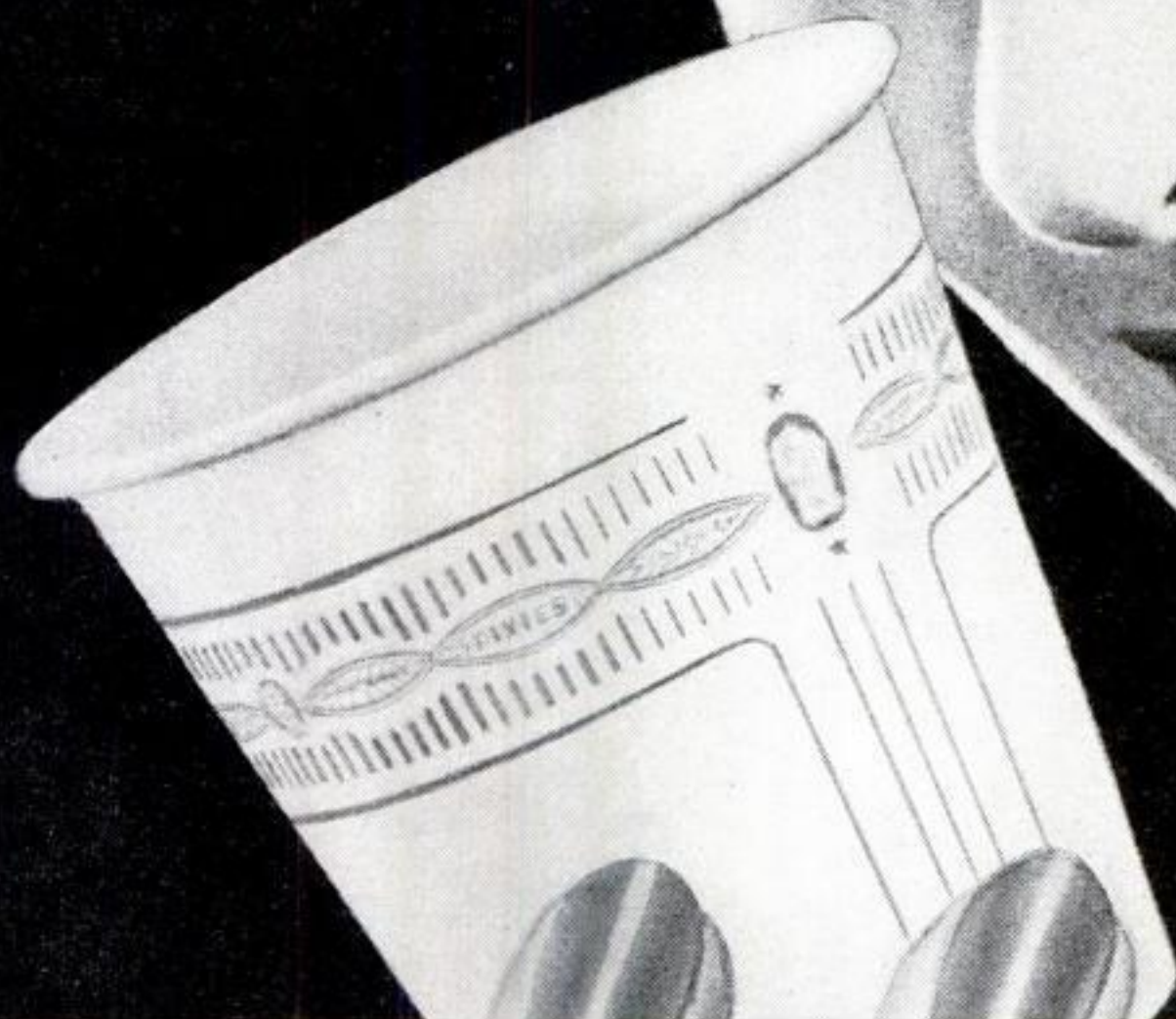
Logan and Leatherbee returned from Russia ablaze with exalted ideals for the American stage. Hoping to affirm them through the University Players on a year-round basis, they took over a theater in Baltimore. But by then the U.S. was deep in depression and after a winter of fluctuating hopes, deficits and submarginal existence, the Players dissolved. Logan went to New York and began making fruitless rounds of agencies and casting offices.

Five nickels and a decision

IN the midst of this bleak period his stepfather died and his mother came to New York to live with him. (His sister Mary Lee had meanwhile married Charles Leatherbee.) One day just before his mother's arrival he went into a telephone booth with five nickels and vowed he would either come out with a job or quit the theater. He invested his first nickel on Howard Lindsay, who had just written a comedy about Princeton called *She Loves Me Not*. Lindsay told him apologetically he had nothing better to offer than a position as understudy and sixth assistant stage manager at \$25 a week—and advised him not to accept. Logan feels his decision to take the job was the crucial decision of his career. *She Loves Me Not* ran for months, and by the time it closed Logan had risen to stage manager, which enabled him to obtain subsequent jobs at that level.

CONTINUED ON PAGE 110

*"No more dirty
bathroom glass
to spread colds
through our family"*



They're Here!

DIXIE CUPS for the HOME

in New WALL HOLDER!

FOR KITCHEN — Handy for milk, juices—countless every-day uses! Ends constant clutter of soiled glasses at sink... constant washing, scalding, returning glasses to cabinets.

FOR BATHROOM — No more smeared, germ-collecting bathroom tumbler, spreading colds and other mouth-carried infections! Saves needless doctor bills. Shows extra consideration for your guests.

Combination Offer
IN TWO SIZES

Handsome, clear plastic holder, easily attached to any wall. Slight pull gives you a clean, individual Dixie Cup every time—children can help themselves! Packaged with Dixie Cups, in two dustproof, shelf-fitting cartons. Additional cups available everywhere.

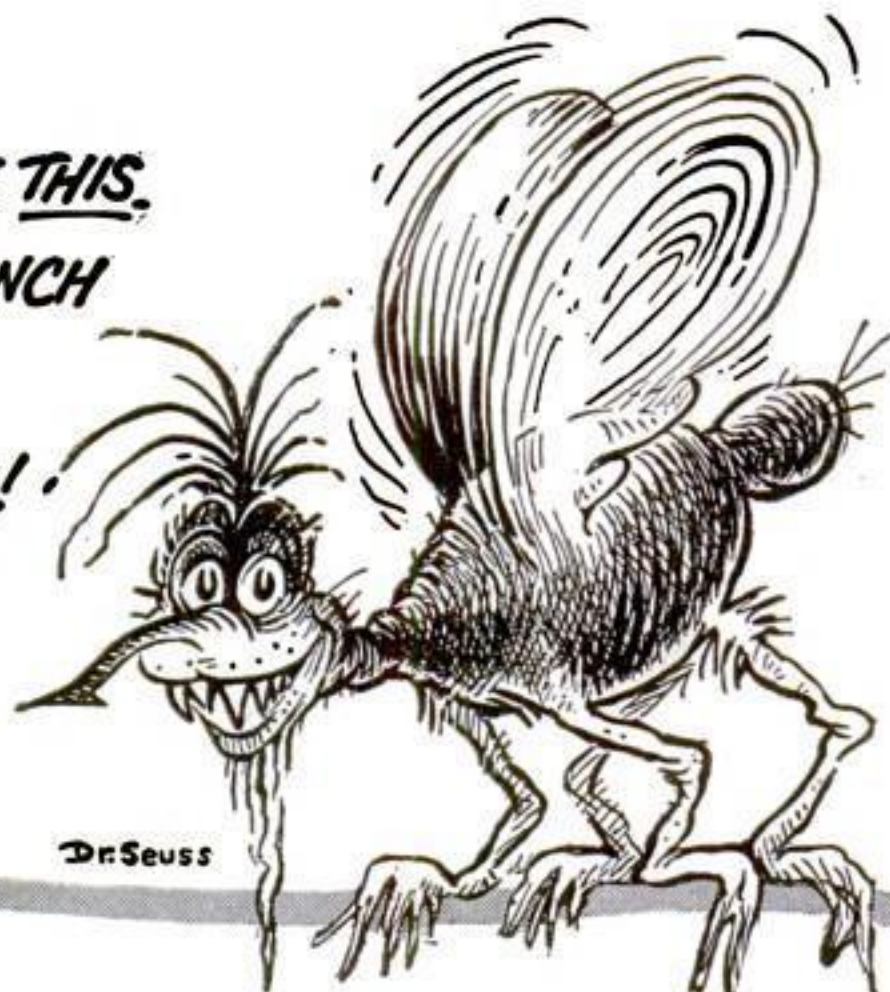
\$1.89
HOLDER AND
120 SMALL DIXIES
\$2.19
HOLDER AND
100 MEDIUM DIXIES



DIXIE CUP COMPANY, EASTON, PA.

ON SALE AT YOUR LOCAL STORE

WHEN A BEAST LIKE THIS
FROM FLIT WILL FLINCH
MERE INSECTS ARE
A DEAD-SURE CINCH!



Famous FLIT HOUSEHOLD SPRAY is powerfully effective against flies, mosquitoes, moths, bugs, roaches, ants, gnats and many other common household pests! FLIT contains active ingredients for fast knockdown — sure kill. It's by far the finest household spray ever manufactured by FLIT! Harmless when used as directed. Keep it handy — use it often for more pleasant and comfortable living.



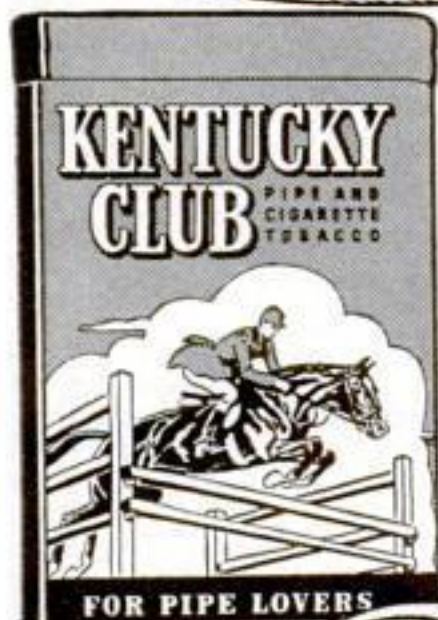
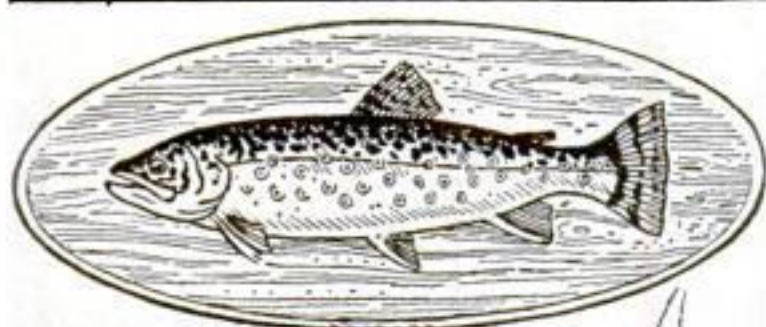
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QUICK, HENRY, THE

SAY IT!
SPRAY IT!
SLAY IT!

FLIT

BUY LOW COST FLIT TODAY!



Takes
the
Prize!

Man, oh man—this smooth blend of choice White Burley really takes the honors—it's mild and gentle in your pipe, easy and friendly on your tongue!

Look for the blue tin, with the Red Rider!
"TREAT YOURSELF TO THE BEST"

**Smoke
KENTUCKY CLUB**

MADE BY THE MAKERS OF
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JOSH LOGAN CONTINUED

About the time he became bored with backstage management he received simultaneous offers to direct two separate shows and he snatched both. In the mornings he worked on a play called *Hell Freezes Over*; evenings he went to Princeton to direct the Triangle show, *Stags at Bay*. This double duty and the traveling it involved took a toll of his health and confidence. At one morning rehearsal his friend Myron McCormick, who was playing in *Hell Freezes Over*, started an argument of the kind the University Players used to have regularly. "Please don't argue with me now," Logan whispered. "Why not?" asked McCormick in surprise. "Because I might lose my job," said Logan. McCormick kept quiet and Logan kept his job, but of the two shows only *Stags at Bay* was a success.

As happens to most theater people sooner or later, Logan received an unexpected summons from Hollywood in the spring of 1936—to direct dialog for *Garden of Allah*, starring Charles Boyer and Marlene Dietrich. His first day in the picture business was not auspicious. Excited by the prospect of a reunion with Fonda and Stewart, who were then sharing a house in Hollywood and had invited him to be their guest, Logan did not sleep during his flight to the coast or open the novel *Garden of Allah* which he had planned to study en route. On landing he was whisked directly to a story conference at the Selznick studio where he seemed so vague and devoid of ideas about *Garden of Allah* that David O. Selznick finally snapped in exasperation, "Speak up, Logan. We brought you all the way out here and we want to hear some opinions!" Logan somehow doubletalked his way through the conference which lasted until dawn the next morning. When it was over Selznick offered him a lift in his car. As the chauffeur drove through a gate between bronze lions and up a driveway bordered with meticulous palms and shrubbery, Logan's sleepy eyes bulged: "Boy, is Fonda putting on the dog!" he sneered. "Now I know what going Hollywood means. This is just plain bad taste!" From beside him Selznick said quietly, "This is my house."

Despite this beginning Logan's Hollywood sojourn turned out well. Both Boyer and Dietrich liked his work—so much indeed that Boyer asked that he direct his next picture, *History Is Made at Night*. Logan stayed on the coast long enough to make a third film, *I Met My Love Again*, which he helped write as well as direct.

Shortly after Logan returned to Broadway, financially invigorated by his movie work, Producer Dwight Wiman invited him to direct Paul Osborne's fine play, *On Borrowed Time*. "I couldn't believe it had been offered to me," he later told a friend. "For years I had seen nothing but plays that had fallen through the sieve of the big directors—only the thinnest, most watery substance." He and Osborne agreed the last few scenes were not right, and for four months they worked together, writing and rewriting the final 20 minutes of the play. The morning after the opening, Critic Brooks Atkinson wrote in the *New York Times*, "Something blissful has come to town." *On Borrowed Time* was not only Logan's first hit; it is still remembered as an enduring model of luminous and restrained directorial art. Logan followed up this success with three hearty musicals—*I Married an Angel*, *Knickerbocker Holiday* and *Stars in Your Eyes*, all hits. Thus by the age of 30 he had established himself as A Very Fine Director and was even described by some as A Genius, though musicals do not usually count toward being A Genius.

To Tierra del Fuego

IT was at this point, when royalties and offers were cascading in and it seemed as though his prime ambitions had been fulfilled, that a complex chain of circumstances began to evolve which were to lead him barely a year later into a mental institution. Drained by his labors, Logan went to South America for an eight-month holiday, during which he and a University Players friend, John Swope (who took many of the pictures illustrating this article), crossed the Straits of Magellan to Tierra del Fuego and Cape Horn.



EARLY LOGAN ROLE was a page boy in a May-day festival.

CONTINUED ON PAGE 112

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IN 1931 PRINCETON SHOW, written by Logan, he sang with fellow student listed as "J. N. Stewart, 1932," now known as movie actor James Stewart.

JOSH LOGAN CONTINUED

Near the end of the trip, in a moment of vanity and "fat-hypochondria" (Logan's term for his worry about weight), he decided to reduce. For days he had nothing but orange juice. His weight fell from 195 to 175. And then it kept on falling.

It continued to fall after he had returned to New York and started work on another play by Paul Osborne, *Morning's at Seven*. By then he was down to 165 and very weak. Logan lasted through just six days of rehearsals. On the seventh day he collapsed and was taken to a hospital where he spent the next month desperately ill with nausea and fevers ranging up to 105. *Morning's at Seven* opened to tepid notices and closed after six weeks. When Logan emerged from the hospital, still weak and morbidly disappointed by what he took to be his own failure, he was driven by a frenzy to redeem himself immediately and he again made the error of taking two jobs at the same time. In the mornings he directed sketches for a revue called *Two for the Show*; afternoons and evenings he collaborated on the book of a musical comedy called *Higher and Higher*. He became more and more despondent, dissatisfied with his work and critical of himself. Ultimately *Higher and Higher* played to good houses, but the critics condemned it and the notices rankled inordinately.

At this ebb point Logan impulsively embarked on a brief and ill-starred marriage which lasted but a few unhappy weeks and then dissolved. His mind thereupon took one of those mysterious protective measures which psychology only partly understands. Subtly, without realizing it himself, he swung out of his depression into an opposite phase; he entered what psychiatrists call a state of manic elation, a condition of great vigor and self-assurance in which no problem seemed too difficult and no task too great. In this mood of high optimism he undertook to direct a revival of the ancient farce, *Charley's Aunt*, though most of his associates considered it a dubious project and his own agent advised against it. Today critics remember the premiere of *Charley's Aunt* as a kind of dopestep's upset analogous in its way to the elections of 1948. What Logan achieved was the transmutation of a museum piece into a fresh and hilarious comedy; he made the audience laugh with it rather than at it. He infused the production with a vitality and enthusiasm that literally held the company together; some of the actors had been deeply pessimistic and Nedda Harrigan, playing the title role, tried to withdraw from the company three times. Never before had Logan worked so hard. Night after night he never slept at all.

Afterward he slept even less and gradually his friends came to realize his energies were abnormal. Riding the crest of his notices he made deals in all directions, agreeing to direct this play and that movie, and to put money into dozens of doubtful ventures. He was engulfed in scripts and enchained by his telephone. After dark he prowled the nightclubs restlessly, talking to anyone who listened, telling stories to cab drivers, show girls, waiters, just to hear them laugh. When he went home he read until dawn; he found he could absorb the contents of a whole page or memorize a poem at a glance; his mind had never seemed so clear. And he never slept.

At length his mother induced him to consult a psychiatrist, who told him he had suffered a severe nervous breakdown and advised



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CONTINUED ON PAGE 115

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Crush sugar with bitters in glass. Add soda, rum, ice, and stir. Add orange slice, cherry, twist of lemon peel. A grand Old Fashioned with a new fashioned flavor!



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1 jigger Puerto Rican Rum
Soda, ginger ale or water
Pour Puerto Rican Rum over ice in highball glass, add your choice of mixer. What a highball! Light, dry—smoothness itself! Puerto Rican Rum is such a mellow, golden drink.

RUM SOUR

2 parts Puerto Rican Rum
1 part lemon juice
Sugar to taste
Shake well with ice, strain into glass, add orange slice and cherry. Here's the Sour of the hour—made delicious with Puerto Rican Rum. New! Smart! Distinctive!



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Dash of Angostura Bitters
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AT TIERRA DEL FUEGO, below Straits of Magellan, Logan photographs a glacier. This was one of the points he visited on South American trip in 1939.

JOSH LOGAN CONTINUED

him to enter a hospital at once. Fearful and haunted by all he had to do, Logan refused. Only after two more doctors had reiterated the urgency of his condition did he submit to hospitalization—but with the stipulation that no doors should be locked and no strong drugs administered. For a month he fretted in voluntary confinement, reading scores of books, writing poetry and studying French and Spanish grammar. Suspicious of his attendants, he dropped letters out his window, hoping passersby would post them. When friends sent him flowers he sent them back or tossed them to children playing in the street below. Once on finding his door locked he climbed onto a narrow ledge outside his window and perched there until the door was opened. He finally talked his doctors into letting him move to a friend's house in the country, but despite the change and outdoor exercise he still could not sleep. After a while he slipped away to New York where he wandered at large for several nights, seeing plays. Then he disappeared.

A few days later the producers of an unpretentious musical show rehearsing in Boston were agreeably surprised by an unexpected visit from Logan who offered to put \$10,000 into their production provided he could make some changes. They agreed and he went to work at once, rewriting and restaging with extraordinary insight and vigor. Word of his presence got back to New York, however, and one day a Boston psychiatrist named Merrill Moore wandered into the theater and introduced himself. Taking an immediate liking to him, Logan agreed to pay him daily visits. Dr. Moore explained the nature of his illness and advised him to exploit his elation while it lasted—to attempt things he had always wanted to do and could master now more easily than ever again. Under Dr. Moore's deft guidance Logan withdrew from the show and returned to his French and Spanish lessons; he taught himself to play the piano and to paint; he went to the Y.M.C.A. and found he could walk on his hands and do acrobatic dives. But he still could not sleep, and just before Christmas Dr. Moore went away to a convention in Philadelphia.

"I'm nobody"

AT once the theater drew Logan like a magnet. He went down to New York and invited the entire company of *Charley's Aunt* to a party. He bought presents for everyone, ordered cases of Chablis and sparkling Burgundy, trimmed a huge Christmas tree and then sat down amid the glitter to await his guests. Of all he had invited only two showed up—one was Nedda Harrigan. Yet the party was big and noisy, for Logan called in bellhops, chambermaids and anyone who happened by and gave them presents and wine until everything was gone. Next day he set out for Princeton; but he felt frightened, dizzy and exhausted, so he went on to Philadelphia to look for Dr. Moore. The streets bewildered him and the faces of the passersby seemed strangely vivid. A couplet by Emily Dickinson chattered in his head: "I'm nobody. Who are you? Are you nobody, too?" Late that night he found Dr. Moore in his hotel. "What can I do? What can I do?" he asked despairingly. "Josh," Dr. Moore said gravely, "you've got to go to a hospital." "Why?" Logan asked. "Because you might die," the doctor said. Pains suddenly tore through Logan's body and he fancied that death was at hand. "You've got to go of your own accord," the doctor continued. "You must commit

CONTINUED ON NEXT PAGE

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yourself." But Logan stubbornly said, "I can't go. I've got so many things to do, I've made so many promises." Dr. Moore looked at him quietly and said, "Listen to me carefully," and then quoted an entire poem by Robert Frost. The last lines were,

The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.

The aptness and esthetic appeal of the lines melted Logan's defenses and he went to his room promising to commit himself in the morning. But once alone his fears swept over him again. He decided he would run away from himself; he would change his identity. He trampled on his clothes and rubbed dirt on his face. Then he crept downstairs and began wandering through the streets. Hours later he hailed a cab and collapsed in the back seat. "Take me to Pennsylvania Hospital," he said.

For a moment when he read the sign on the gate, "For Mental and Nervous Diseases," he recoiled. But something impelled him to pass through, and once inside he signed a paper committing himself until the hospital agreed to let him go. At once a wave of tranquillity enveloped him and he fell asleep. Logan remained in the hospital for three months during which he played baseball and golf, swam, studied Spanish and sculpture; he wrote poems, stories and plays; he composed music, painted, built a model theater and set type. One day a pall of despondency lowered on him; he saw his whole experience in retrospect and was appalled by it. "Now," the doctors told him, "you're getting well."

When he left the hospital Logan was warned to stay away from the theater for six months. On New Year's Day 1942 Dr. Moore told Logan he could go back to work, and soon he was directing Richard Rodgers' musical, *By Jupiter*. It was evident at once that Logan's talents had matured in exile and *By Jupiter* proved a notable hit.

A week after the opening Logan was drafted into the Army. Although offered a captaincy if he would enter Special Services and put on shows, he felt that as a Culver graduate he should seek the main currents of the war. After OCS where he graduated at the top of his class of 3,000 he went to air intelligence school and was then assigned to the 50th Troop Carrier Wing with which he served through D-day. After the fall of Paris his professional past caught up with him and he sat out the last months of the war at a desk planning soldier shows. The only highlight of that anticlimactic period was the arrival of a USO company which included Nedda Harrigan, who is now his wife. Since they were married sometime during the war without the permission of Logan's commanding officer—a breach of regulations—they still regard the date of their wedding as a kind of domestic-military secret.

Annie Get Your Gun was Logan's first job after the war. His participation in the stupendous drama of the war had given him a new perspective on the little dramas of the theater. "Nothing," he says, "ever seemed so pressing again." He imbued *Annie* with his own new serenity; he gave it an unhurried pace and staged the songs, as Stanislavsky had taught him, as an emotional expression of the characters. The result was the first outstanding musical of the post-war era.

With this one effort Logan regained and transcended all he had lost by his long absence. He followed it in the next few months by staging two more hits, *Happy Birthday* and *John Loves Mary*, both of them legitimate (nonmusical) plays and both sustained by the brilliance and certitude that audiences vaguely sense and critics sometimes diagnose as skilled direction. In the spring of 1947 Logan thus had three major hits running simultaneously—a phenomenon as common as three homers by the same player in a World Series game.

Whatever discontent Logan had suffered in the past as the result of subordinating his writing ability to his technical accomplishments was dispelled by his happy collaboration with Thomas Heggen on *Mister Roberts*. It was a felicitous partnership cemented by liking and esteem. "They loafed during the day and worked at night," Nedda Logan recalls. "I used to hear them roaring with laughter downstairs after I'd gone to bed. Sometimes when they completed a good scene they'd wake me up and read it out loud. Josh was never happier. It's really a shame the play ever had to be finished."

Today, as *Mister Roberts* goes into its 15th month, a body of legend surrounds it that is unique in the contemporary theater. It has somehow transmitted a curiously therapeutic warmth to everyone who has been associated with it. When casting was announced, 600 men—many of them Navy veterans who had never acted before—clamored for parts so persistently that auditions took three

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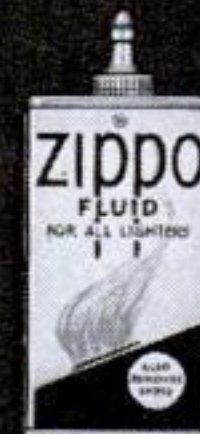
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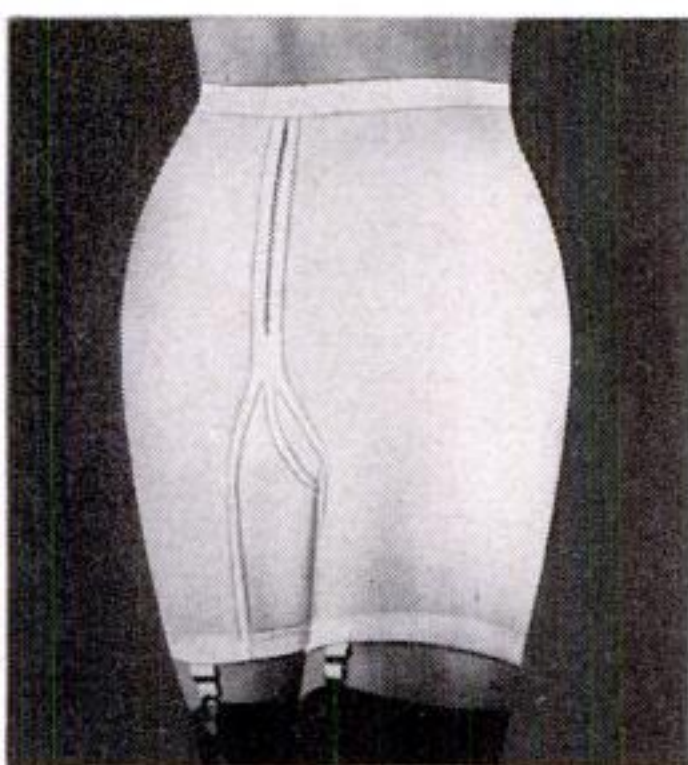
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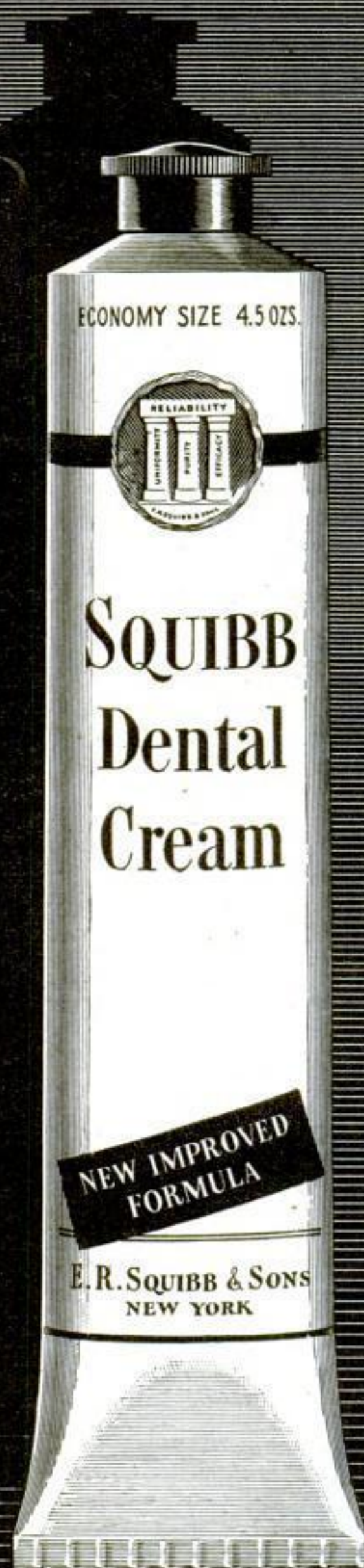
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weeks. Henry Fonda canceled movie contracts to play the title role. The underlying excitement rose to the surface one Sunday afternoon when a number of theater people were invited to witness a run-through about 10 days after rehearsals began. The stage was bare; there were no lights, no costumes. When it was over an extraordinary thing happened. "I had gone off and was about to leave the theater," Fonda relates, "when a kid came running up and told me to go back and take a bow. I said, 'Are you crazy? This is a rehearsal.' But I went back and the people were going crazy, whistling and screaming and crying. We just stood there in line and didn't know what to do—it seemed wrong to bow. Nobody could talk afterward. It was the greatest experience I ever had as an actor." On a small scale the run-through was a preview of the opening. By then seats were selling 14 weeks ahead and nearly half a million dollars had already come into the box office. The first-night audience arrived in an anticipatory mood—"It was like Christmas eve," one reviewer said afterward. When the curtain fell they remained in their seats cheering and shouting "Author" and "Bravo."

None of this dispelled the relentless dissatisfaction of the pure perfectionist which is always present in Logan. He never completely accepted the testimony of the critics who hailed *Mister Roberts* as the *What Price Glory?* of World War II, or the substantial evidence of the box office. A fortnight after the opening he asked producer Leland Hayward, somewhat in the manner of an expiring patient begging a doctor to tell him he will live, "Have we really got a hit, Leland? Have we really got a big hit?"

The current season will incontestably prove Logan's best from the standpoint of material and artistic rewards. With *Mister Roberts* going stronger than ever, *South Pacific* surged into New York April 7 on the biggest wave of advance sales in Broadway history. Next morning the critics' notices glistened with phrases like "a magnificent musical drama" and "a new peak in theater magic." As co-author (with Hammerstein), coproducer (with Rodgers, Hammerstein and Hayward), and as director of the entire production (including the musical numbers and dances) Logan stands right now upon a unique pinnacle of his profession.

When a friend asked him not long ago to define the terms of his utmost ambition, Logan replied thoughtfully, "I would like to find a way of living that is not so turbulent and full of pressure and involves no responsibility for other people's lives. I would like to stay in a small Italian village and write violent stories about a kind of life I do not lead. I would like to do nonsense things with my wife, to plant gardens we never see. I would like to be lazy."



ON VACATION in 1948, Logan strains at his oar while rowing a becalmed sailboat off Sicily with his wife Nedda (rear) and actress Dorothy McGuire.

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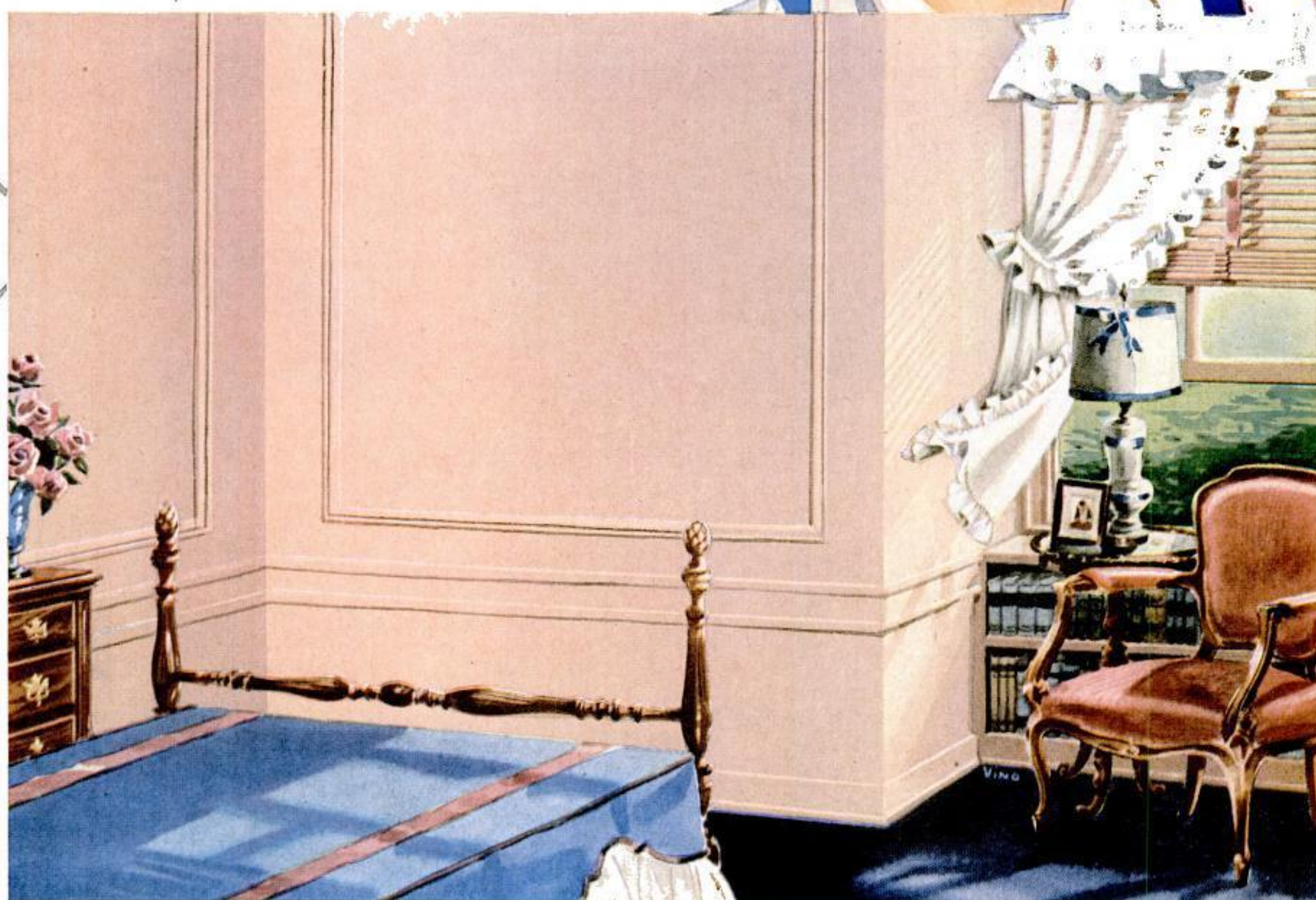
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No brush
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Largest and most popular Dude Ranch in U. S.
PALM TREES CACTUS GARDENS HEALTHFUL SUNSHINE SUPERS OUTDOOR WESTERN MEALS COCKTAILS BARBECUES IN "TROPICAL PARADISE OF THE WEST" DANCE UNDER THE STARS HAYRIDE SWIM GOLF HORSES TENNIS 30 miles from SAN FRANCISCO OPEN APR. 16 to OCT. 9 WRITE FREE FOLDER
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One Coat Makes
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"Save the Surface and You Save All"

You'll be Won Over to WONSOVER... the amazing "Dutch Boy" inside flat paint that *really covers* in one coat... and is *really washable* too!

You'll be Won Over to WONSOVER... the long-lasting, real oil paint... blended by the master hand of the "Dutch Boy" to bring your rooms one-coat beauty... that will *last*.

You'll be Won Over to WONSOVER... it covers most surfaces like magic... painted walls, woodwork, wallboard and brick... wallpaper too! Flows on with creamy smoothness. Dries to a velvety flat finish... flattering in any light. Leaves no unpleasant odor!

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Shows actual samples of the complete range of "Dutch Boy Wonsover" colors. For your copy, mail coupon to Dept. 55, care of nearest office listed below.

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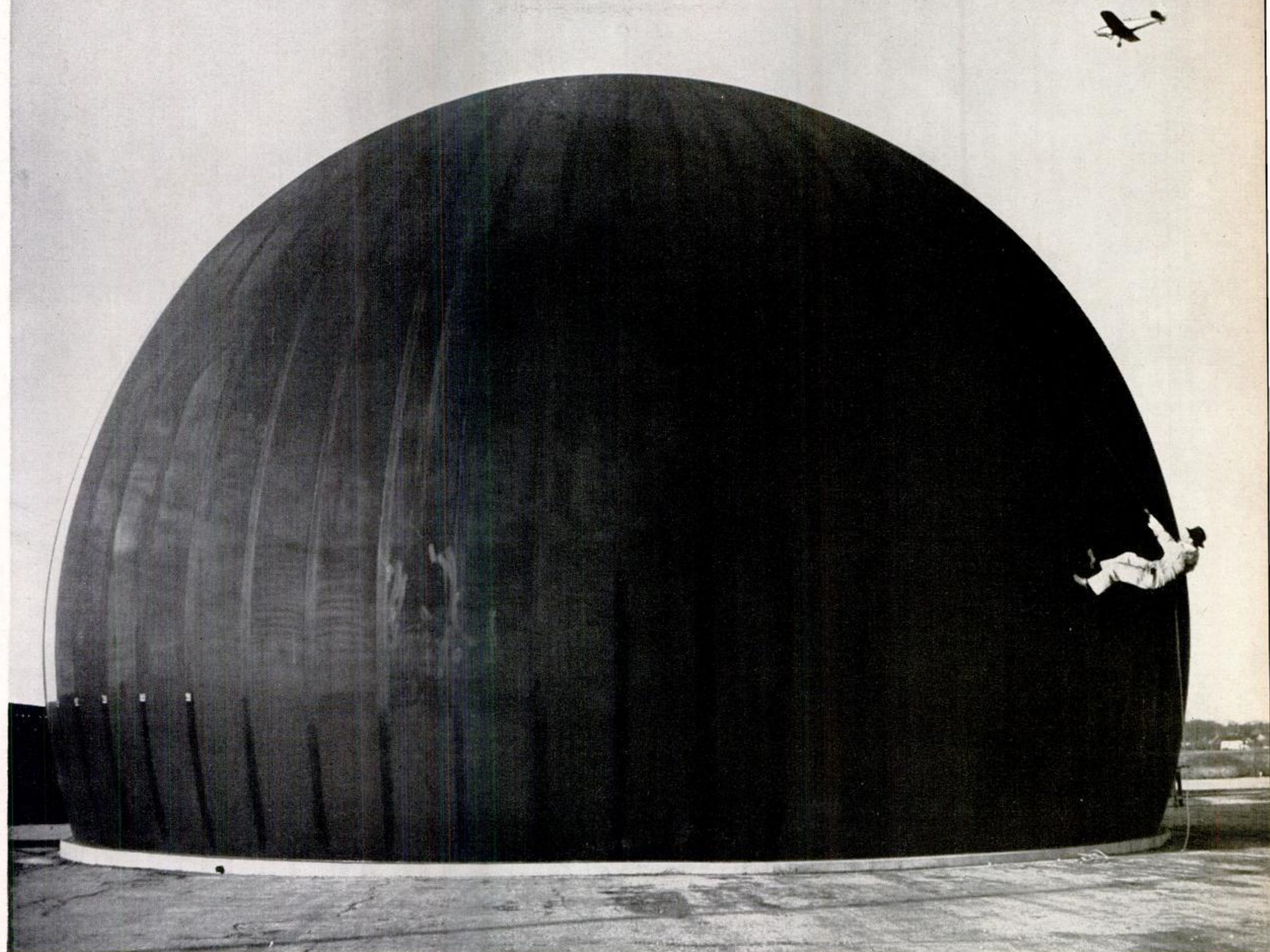
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Head of the Bourbon Family

It isn't what we say about Old Grand-Dad that makes it one of the really fine bourbons of the world. It's what you discover when you take your first sip of this heart-warming bourbon!

OLD GRAND-DAD

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WALKING ON BALLOON HOUSE WITHOUT SINKING IN, ENGINEER CLINGS TO ROPE HUNG FROM ROOFTOP KNOB. INFLATED CLOTH CAN SUPPORT WEIGHT OF 30 MEN

A BUILDING SUPPORTED BY AIR

It can be blown up like a balloon with a household vacuum cleaner

The man climbing up the gigantic puffball in the picture above is demonstrating the strength of an extraordinary new construction—a beamless building made entirely of cloth floating on air. Before it is raised, this odd structure is nothing more than a huge limp bag clamped to a heavy concrete ring. After a household vacuum cleaner starts to blow air into it, the sack billows into a tall building strong enough to withstand the buffeting of a 100-mph gale. The shelter has no pillar or post, lintel or arch. It stays up simply because the internal air pressure is slightly greater than the atmospheric pressure outside. If it were completely airtight, it could be held aloft by the breath of one man.

This revolutionary building is extremely sturdy because it is made of strong weatherproof glass

textile coated with synthetic rubber. The fabric is as thin as a raincoat, but when it is inflated it can hold up a 3-ton load of snow and ice. In wintertime the cloth can be wired for radiant heat. In summer the air which supports it can be cooled for refreshing air conditioning.

Designed by the Cornell Aeronautical Laboratory Inc. in Buffalo, N.Y. for use by the Air Force, the shelter houses radar installations. It is ideal for this purpose since it has no rafters to interfere with the sweeping arms of the instruments. The interior is reached through a tunnel equipped with airlocks. But the building could also be fitted with special revolving doors and transformed into an indoor skating rink or circus tent. Thus it is possible that before long an audience can sit in an auditorium held up solely by the air they breathe.



AIR SUPPORT for the shelter is supplied by vacuum cleaner through tube inserted in the anchorage of house.



Something old . . . something new

Lovely words that make this precious day at last seem real. You're getting married! Something new? The gown . . . the bridal gift of gleaming King Edward Silverplate. Something old . . . the heritage of craftsmanship that creates these exquisite patterns. Old and new unite to fashion the cherished beauty of King Edward Silverplate. So unusually inexpensive you can afford a complete service right away!



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FREE: Send for handsome, illustrated booklet "The Art of Entertaining." Write National Silver Company, 295 Fifth Avenue, New York 16, N. Y.

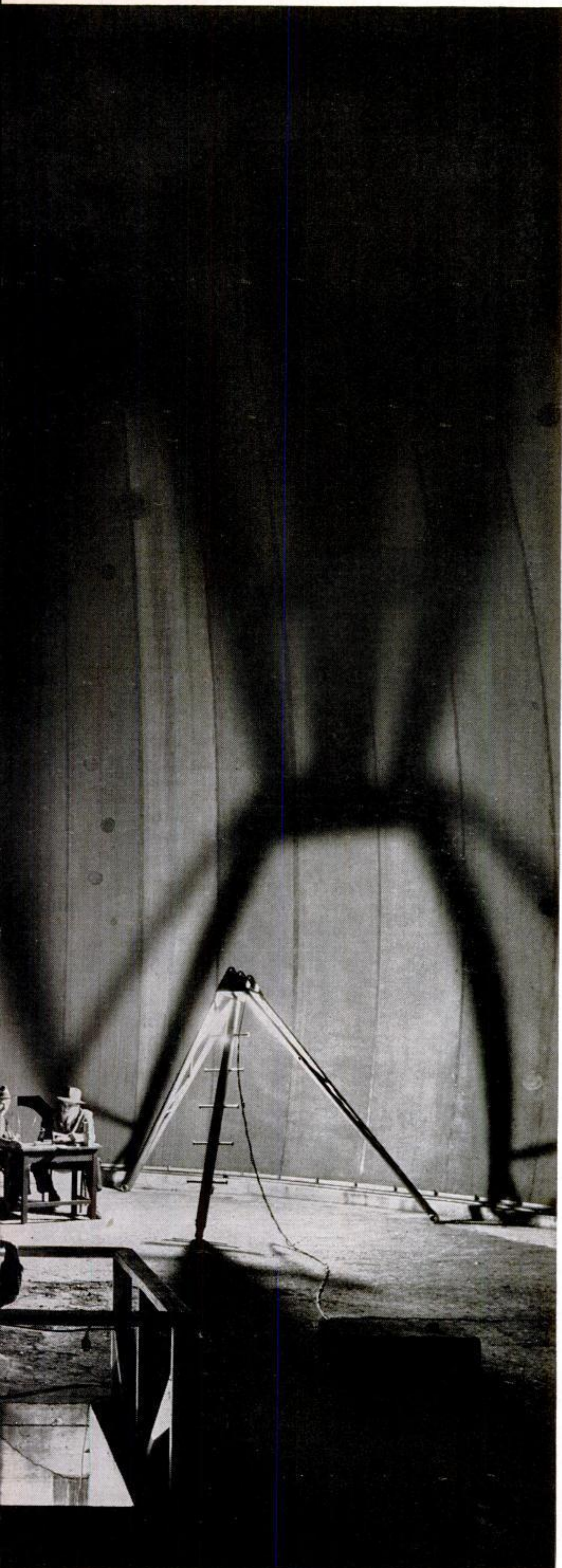


King Edward
EXQUISITE
Silverplate

NATIONAL SILVER COMPANY
NEW YORK • LOS ANGELES • MIAMI



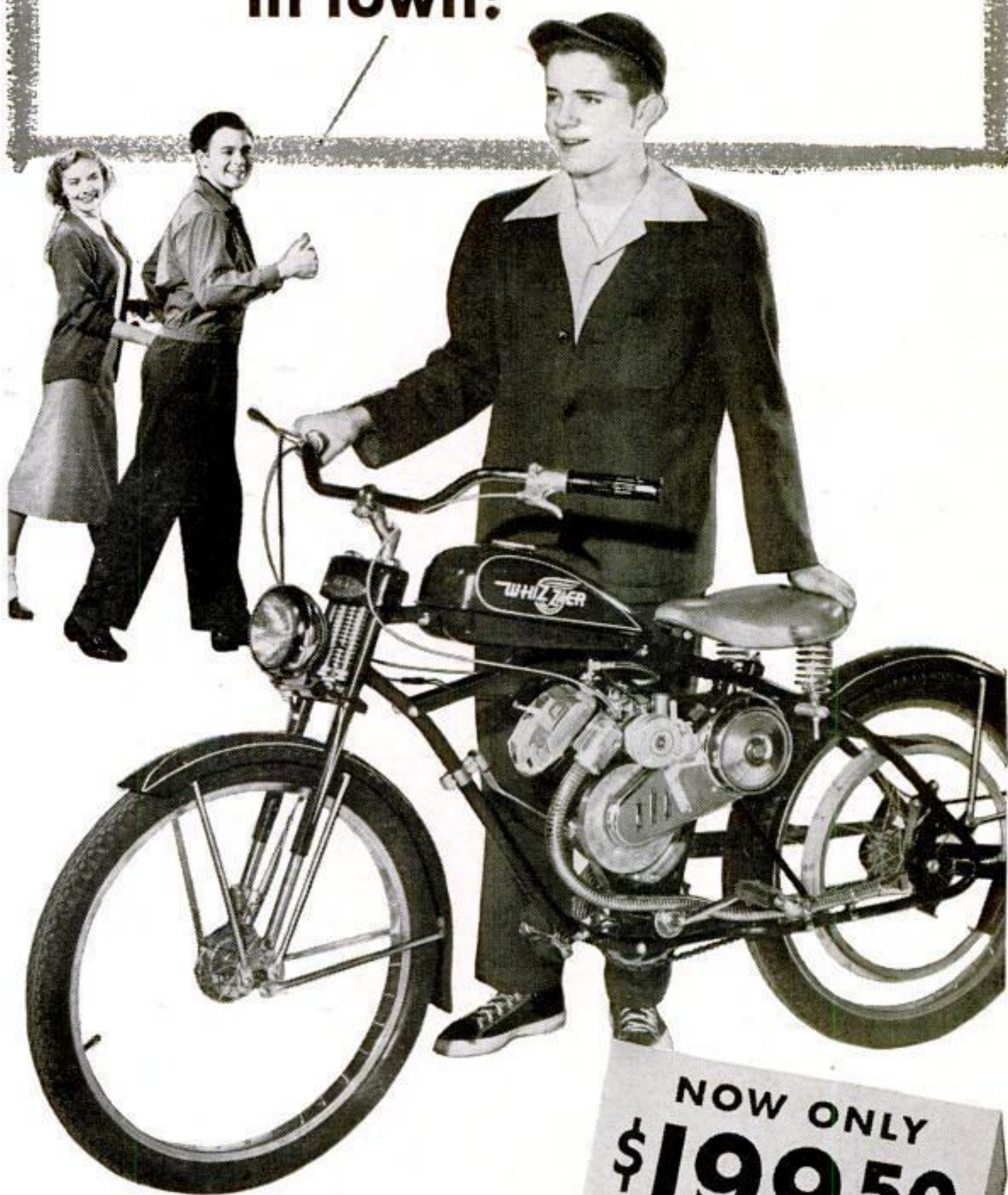
BULGING WALLS create weird effect of tremendous height inside 35-foot-high building. An engineer (foreground) enters the structure from airlocks of



underground tunnel in the middle of the floor while two scientists check radar data by light on tripod. The concrete ring at edge holds down the airtight cloth.

CONTINUED ON NEXT PAGE

"That **WHIZZER** 'Pacemaker'
is the *sharpest* thing
in town!"



*Model illustrated includes following optional, extra-cost equipment: Bi-Lite generator and light set; automatic clutch.

NOW ONLY
\$199⁵⁰
COMPLETE*
F. O. B. Pontiac, Mich. Fed. Tax Extra

The only **COMPLETE MOTOR BIKE** specially
designed for the famous Whizzer Motor
AT A NEW LOW PRICE!

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- ★ **Extra safety**—special, heavy-duty motor bike frame.
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- ★ **Smooth stops**—positive braking power, safety reserve for emergencies.

★ **Smooth ride**—Whizzer-developed special Telescopic Front Fork, Dual-Coil Spring Suspension.

★ **Powered by the famous Whizzer Bike Motor** . . . 2½ sturdy horsepower . . . 35 miles per hour . . . 125 miles per gallon . . . Twist-Grip controls . . . 4-cycle design. Finest in the field for over ten years.

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CATALOG**

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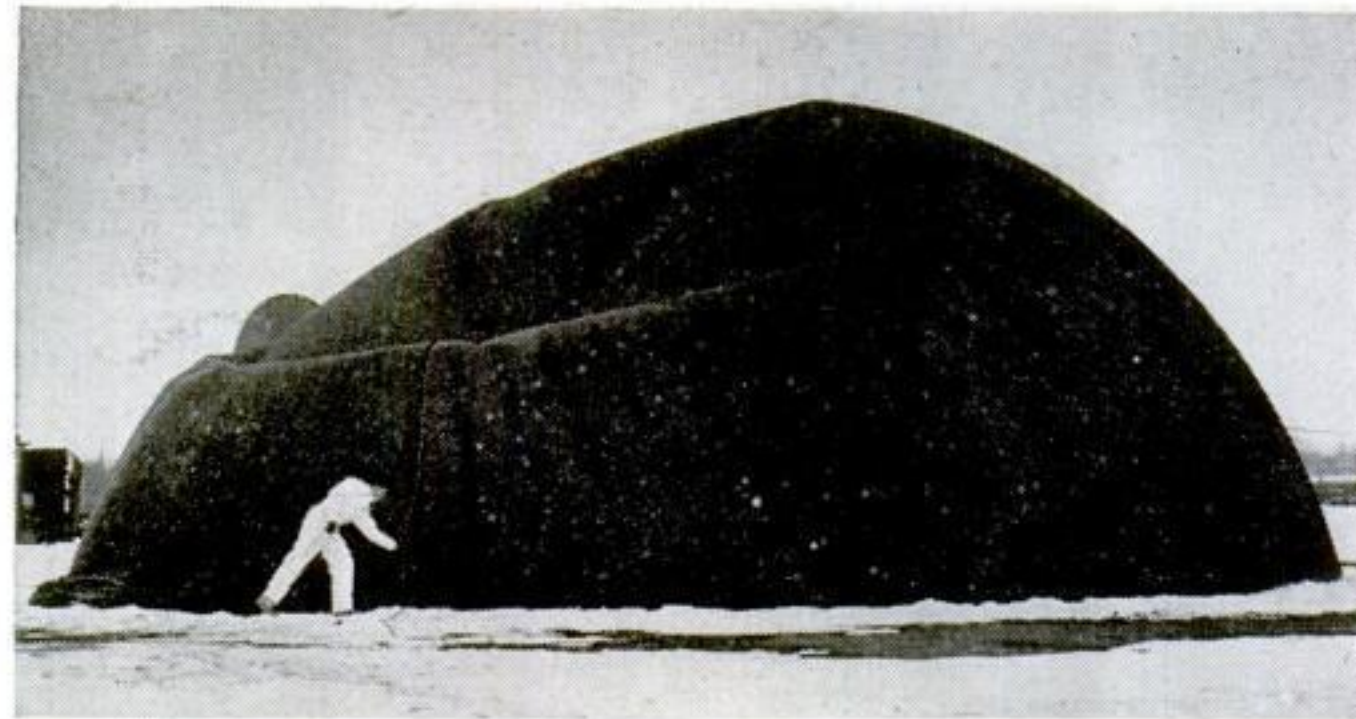
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- Close-ups of "Pacemaker." Describes parts, operation. Shows complete line of special Whizzer accessories, also.

Balloon Building CONTINUED



DEFLATED HOUSE crumples into a 1,600-pound mound of cloth that can be folded into a compact bundle. The shelter is easier to erect than a circus tent.

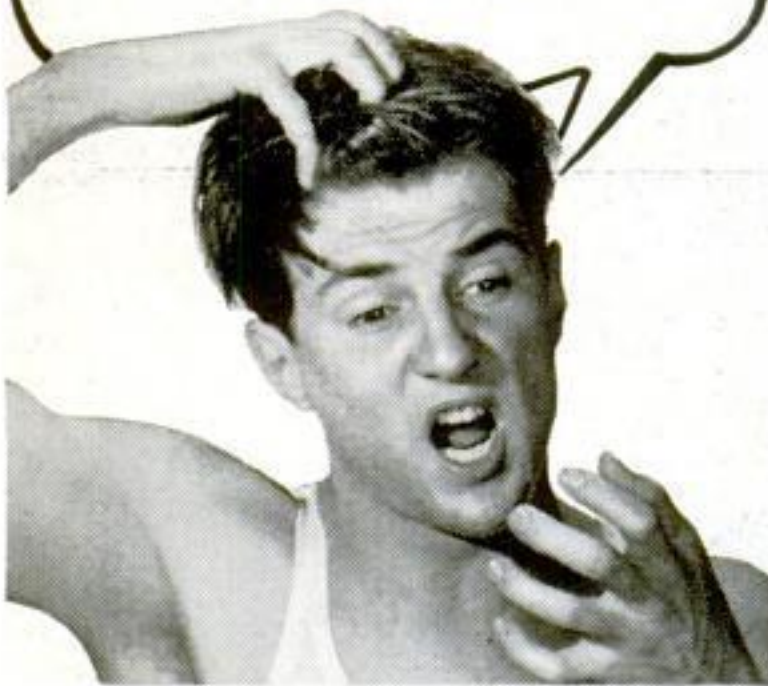


ENTRANCE TUNNEL burrows to the floor of the building. Although the structure's Fibreglas surface is airtight, some air escapes past tunnel's airlocks.



ICE REMOVAL, demonstrated on small model in freezing room, is done by slapping rope against dome. The large structure stands up under 2 inches of ice.

CAN YOUR SCALP PASS THE FINGER-NAIL TEST?



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

YOUR HAIR CAN LOOK LIKE THIS WITH NEW WILDROOT CREAM-OIL



A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

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Contains **LANOLIN**

SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.

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of headache, neuritis and neuralgia

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Anyone can do beautiful job. One quart gives 2 full coats any car. Apply in about an hour. Dries dust-free in 1 hour. Goes over any other color enamel or lacquer. Guaranteed 2 YEARS not to peel, chip, crack or fade, if simple directions are followed, or money refunded. Genuine enamel—not wax or polish.

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Black; Maroon; Red; Gray; Brewster (Dark) Green; Jewel (Light) Green; Washington (Dark) Blue; Monticello (Medium) Blue; Sun Beige (Light Tan); and White—All \$2.95 Quart (Or \$1.75 Pint—2 pints will do a 2-tone job.)

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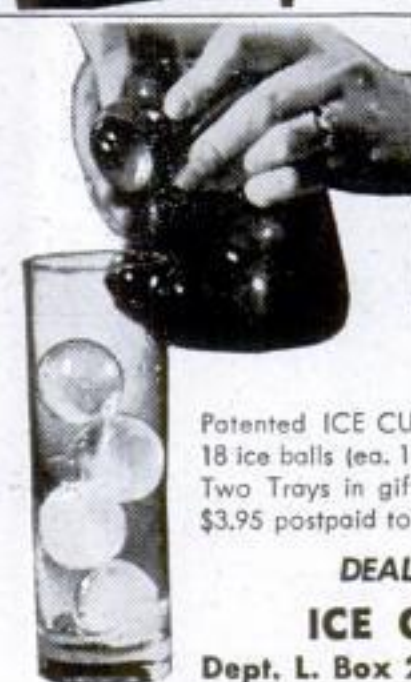
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Marlin Blades

America's best shaving buy

single or double edge

12 for 25¢



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Patented ICE CUBO rubber tray set freezes 18 ice balls (ea. 1 1/2" in dia.). Lasts for years. Two Trays in gift box with color tablets—\$3.95 postpaid to you. No C.O.D.'s.

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New exclusive formula: Now Red Cross* Adhesive Tape gives better sticking qualities and greater freedom from skin irritations.



Red Cross* Cotton comes to you sterile. This long-fibered cotton is the whitest, softest, most absorbent surgical cotton available.



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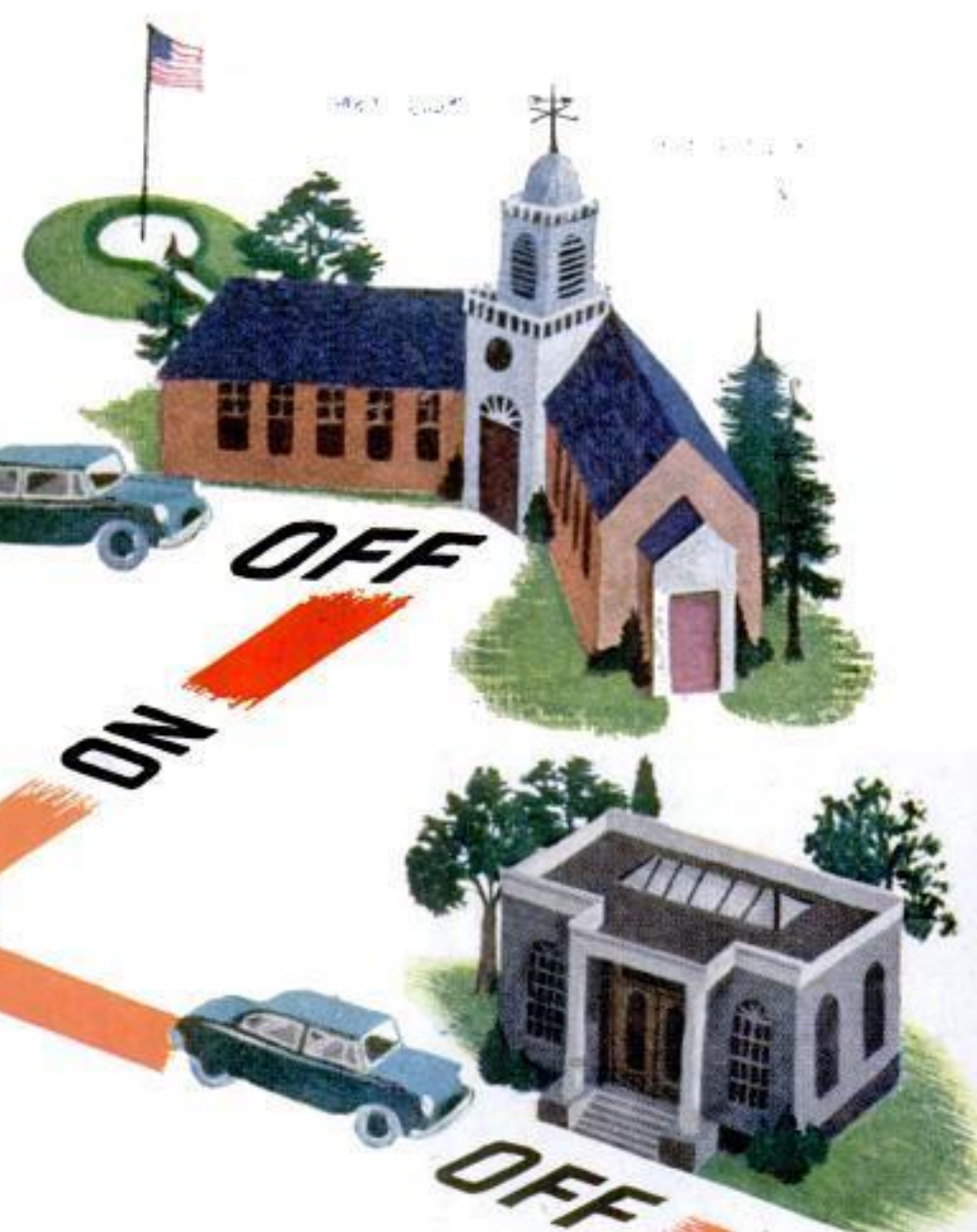
Fine mesh, pliable gauze with clean-cut edges, Red Cross* Gauze Bandages ravel less, stay neater. Famous for sterility and quality.



Individually wrapped and sterile, BAND-AID Adhesive Bandages are convenient protection for small cuts, blisters, and abrasions.

*No connection whatever with American National Red Cross.

The most trusted name in surgical dressings... **Johnson & Johnson**



It's not friction —it's **Acid Action** from "On and Off" driving that causes most engine wear



**SHELL
X-100
MOTOR OIL**



**Unique "X" Safety Factor
in Shell X-100 Motor Oil
counteracts Acid Action**

You may have thought it's friction that causes the most engine wear. Now it is known that this is *not* so!

It's Acid Action—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to the school, the bank, the store—your engine is intermittently "On and Off". . . runs for brief periods of time only. Hence it seldom warms up to efficient operating temperatures. It runs "cold." In these short "On" periods,

combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting Acid Action that accounts for up to 90% of your engine's wear!

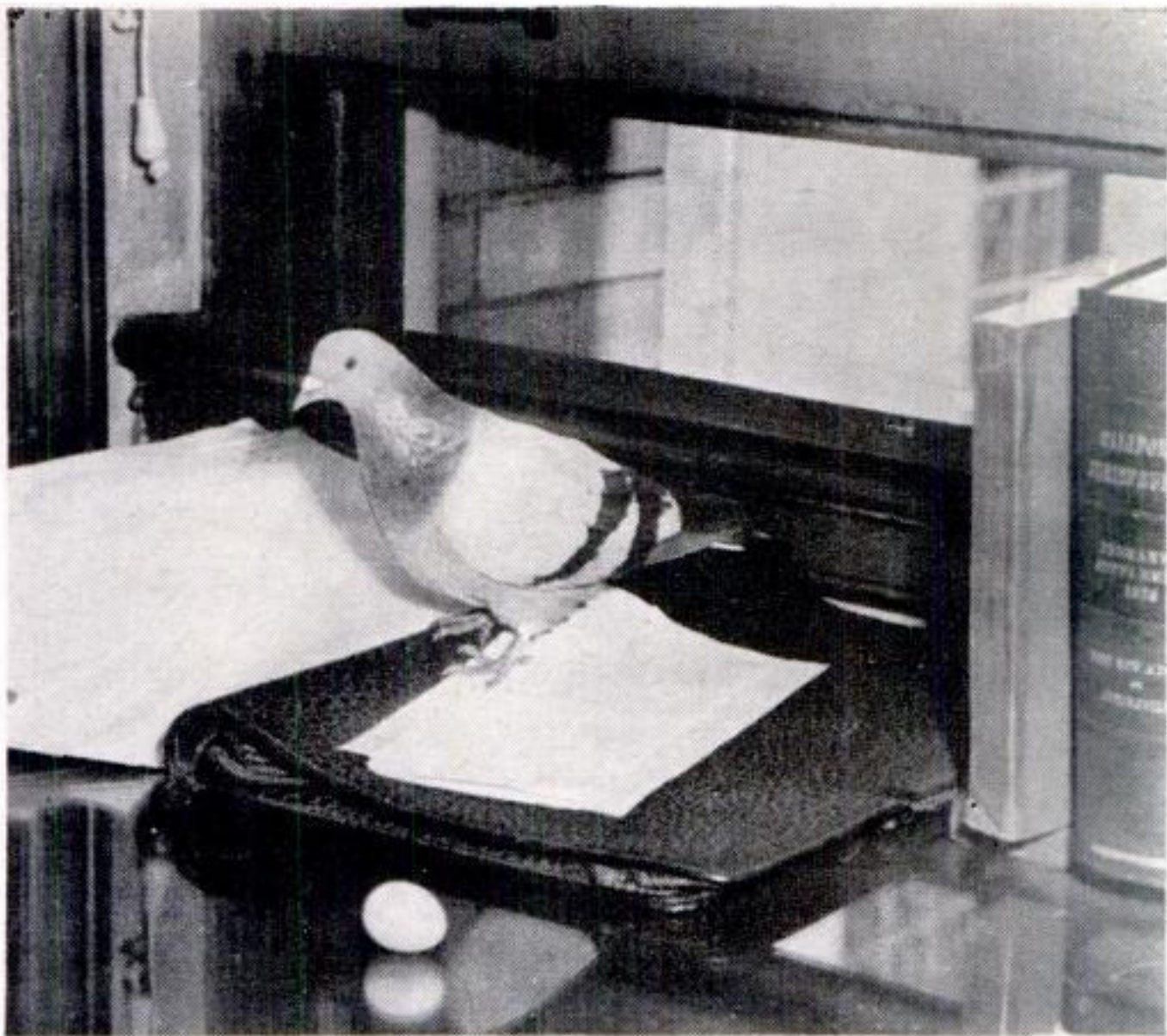
Shell Research worked all out on this problem . . . developed a unique "X" safety factor to combat Acid Action. Now, 2½ million miles of road testing—and millions of miles of use by motorists—have proved conclusively that with this "X" safety factor Acid Action is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another

Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive. It is unequalled by any other motor oil, no matter its price.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.

It's Incomparable!

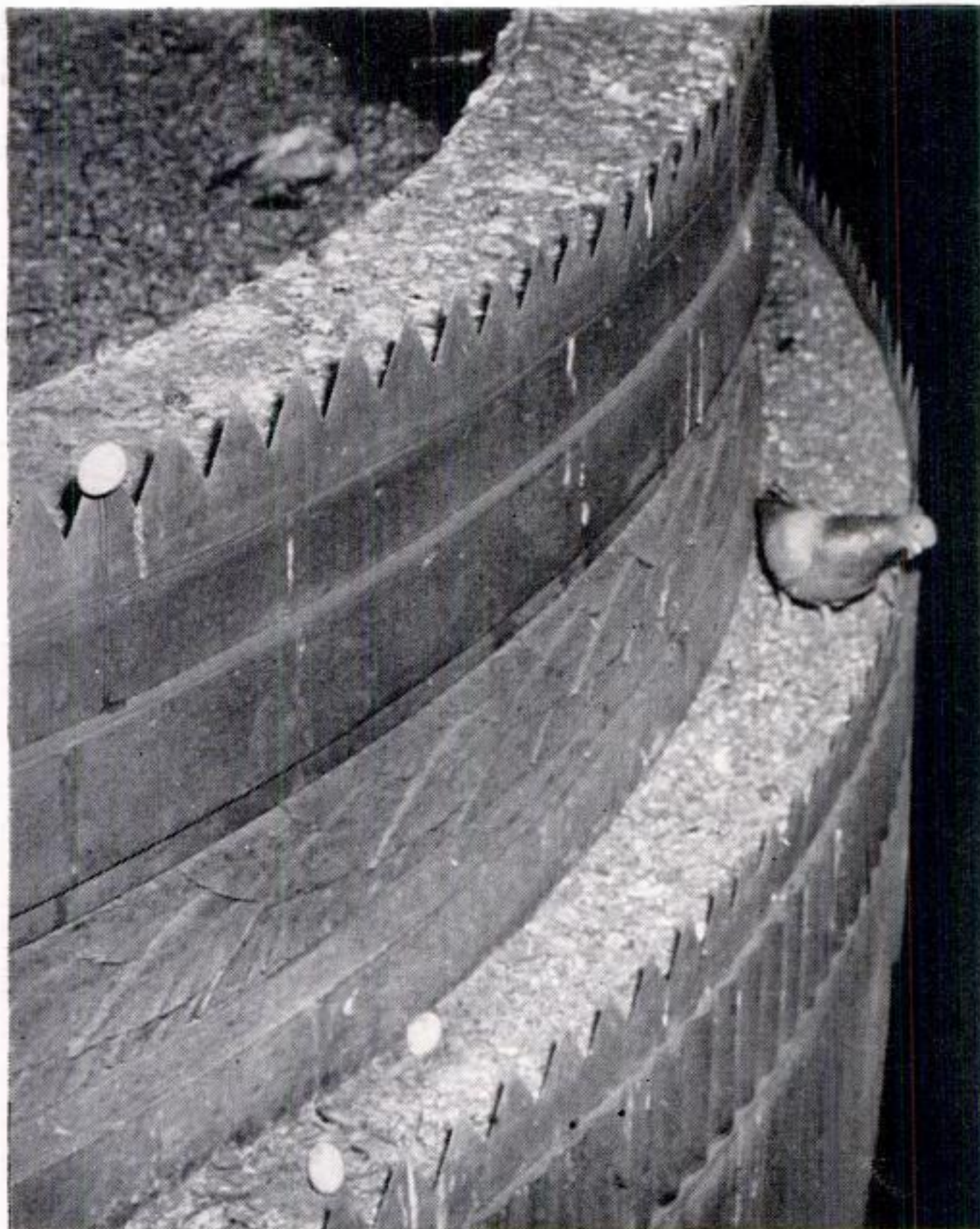


PIGEON ON GUARD stands over the egg she has just laid beside the briefcase of a San Francisco judge. The judge was home anyway that day, sick in bed.

PERSECUTED PIGEONS

THEY LAY EGGS IN THE LEAST LIKELY PLACES

Never before had the pigeons had it so tough. Persecuted by anti-pigeon feeling in the big cities, they were forced to lay their eggs, as it were, on the run. In San Francisco, where the city fathers had tried to get rid of pigeons by forbidding people to feed them, one hen struck back on April 14 by laying an egg on a judge's desk in City Hall (above). Meanwhile other pigeons defiantly laid their eggs in the forbidden area of New York's midtown Airlines Terminal Annex, one egg being impaled on a spiked hazard (below) built expressly to keep pigeons away.



IMPALED EGG, laid by the pigeon at upper left, sticks on spike on ledge of a New York office building while a second bird (right) glares at photographer.

NO DUST BAG TO EMPTY

NO ROAR...IT'S QUIET

NO LEAKING DUST

NO CLUTTERED CLOSETS

NO EXTRAS TO BUY



- COMES COMPLETE • NO EXTRAS TO BUY!**
- No. 80 Carpet Nozzle
 - Upholstery nozzle
 - Dusting brush
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Empties like an ash tray! Nothing to shake out—no dirty dust bag to cloud you with dust!

It's quiet—no roar! Now you can clean while baby sleeps—won't interfere with your favorite radio shows!

No leaking dust! Unsanitary dust is triple-filtered from air—even hospitals are discovering this extra health protection!

Cyclonic Suction! New high-velocity cleaning power that grabs embedded dirt *without* giving your rugs a beating!

Cleans upholstery, draperies, walls, bare floors! Dusts furniture, shelves—even sprays paint, waxes floors, and de-moths closets!

Space-saving storage! No more cluttered closets! Everything tucks neatly away in the Lewyt's dust-tight container!

Light, easy to use! No stooping—no heavy push-pull! Glides along smoothly—swings effortlessly in any direction!

See the Lewyt—try it! Find out how quick, neat and easy your house cleaning can be with the world's most modern vacuum cleaner—the Lewyt!

LEWYT'S REVOLUTIONARY NO. 80 CARPET NOZZLE

Cleans rugs more thoroughly than ever before! Actually gets more embedded dirt...picks up more lint, thread, and hair...yet with less carpet wear! It will amaze you!

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afford **BOTH**

Speed Queen



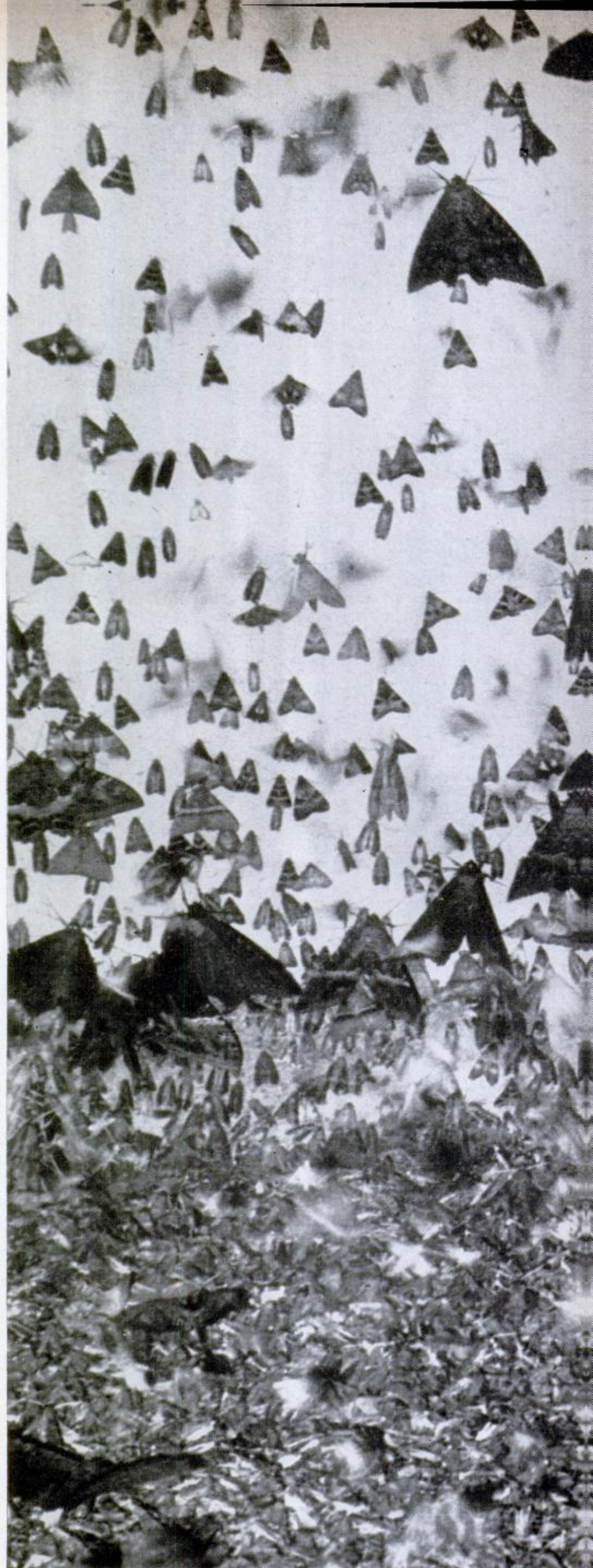
The New *Speed Queen*
FULLY-AUTOMATIC
WHIZZ-IRON

THINK of it . . . a new 1949 model, double-wall, bowl-tub Speed Queen Washer capable of zipping through 7 to 10 loads of washing in an hour with *one fill* of hot water . . . PLUS the new, fully automatic, cabinet type Speed Queen Whizz-Iron . . . BOTH FOR LESS THAN MANY WASHERS COST ALONE!! Here, truly, is a BARGAIN . . . a money-saving value suggestive of pre-war days. See your Speed Queen dealer, or write factory for the booklet "Answers to Your Home Laundry Problems."

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Built by Home Laundry Equipment Specialists Since 1908



IN A MASS OF MOTHS, ABOUT ONE QUARTER OF WHICH ARE OF UNKNOWN

MOTH CATCHER

Scientist traps them by bushel in Venezuela



SPECIES, ENTOMOLOGIST HENRY FLEMING TRIES TO ISOLATE ONE SPECIMEN IN A GLASS COLLECTING JAR. LARGEST MOTHS SHOWN HERE ARE SIX-INCH BLACK WITCHES

To housewives who have just finished packing away their families' woolen winter clothing, this picture may be an unmitigated nightmare. But to entomologists, and particularly to those who study tropical moths, it is a resounding joy. It was taken in northern Venezuela at Portachuelo Pass, a narrow notch only 60 feet wide in the Andes Mountains, through which millions of migratory insects travel on their annual journeys. The photographer was Jocelyn Crane, a member of a New York Zoological Society expedition headed by Dr. William

Beebe. To attract the moths, lights no more powerful than 100-watt bulbs were set up outside a laboratory near the pass. On foggy nights the insects piled up in windrows under the lights in multicolored layers so thick that the entomologists were hard-pressed to separate even a fraction of the rare, unknown individuals from the known. Their struggles with this mass of scientific raw material, plus other subjects such as "Parade of the Maggots," are detailed in Beebe's latest book, *High Jungle*, to be published in May (Duell, Sloan & Pearce, Inc., \$4.50).



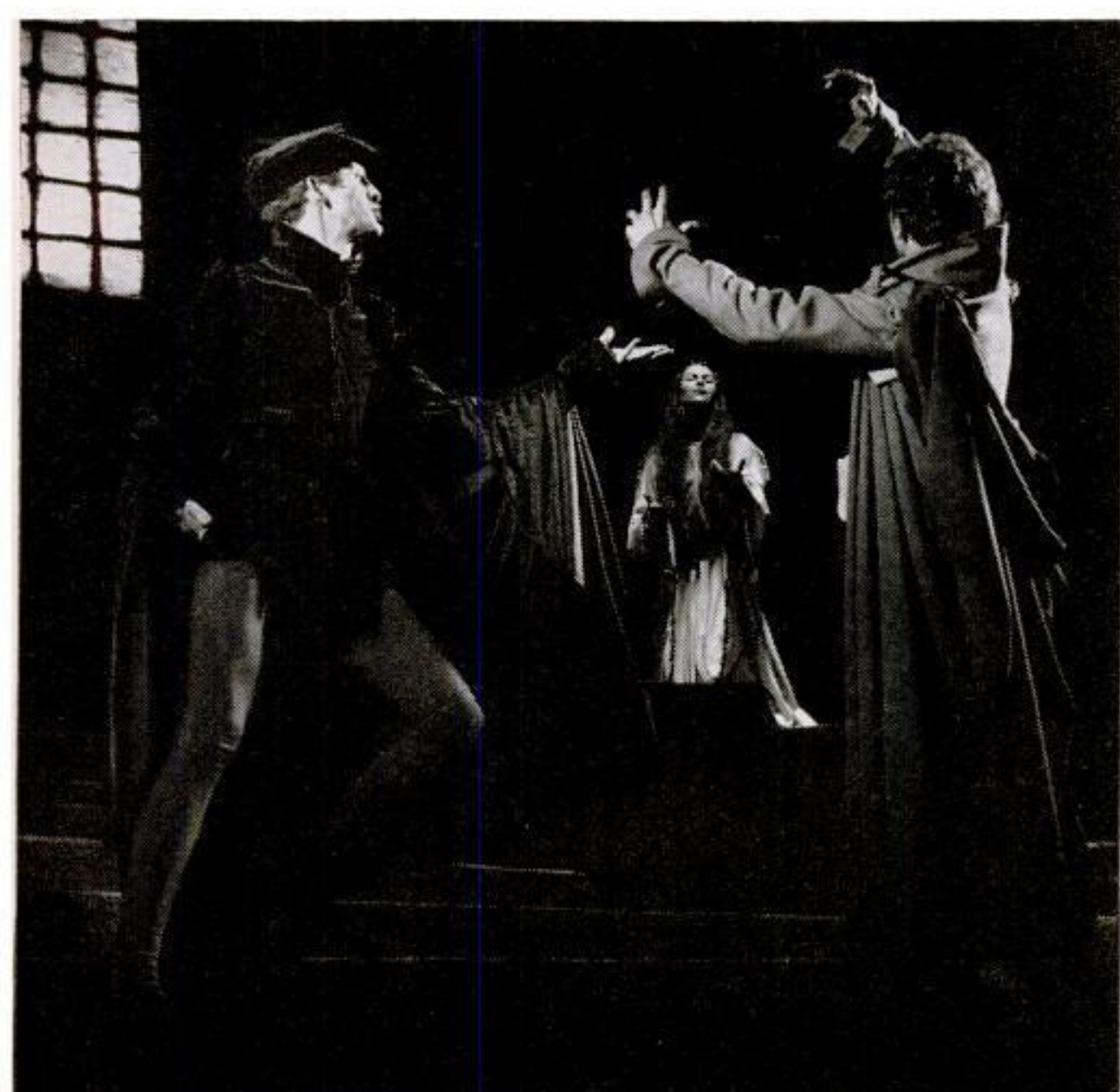


SIGNING THE DEVIL'S PACT with his blood, Faust, the ambitious scholar, pricks his wrist and sucks the wound while the Devil watches triumphantly.

COLLEGES DO CLASSICS

They beat Broadway at putting on masterpieces

This season, mainly because of high production cost and limited audience appeal, Broadway has shied away from doing classic drama. But around the country, universities and colleges have kept many great masterpieces alive and perking. One of the most unusual was the Amherst College production of *Julius Caesar* (pp. 132, 133), and certainly the most impressive was Johann Wolfgang von Goethe's *Faust, Part I*, given at Yale by the university's Department of Drama to celebrate 1949 as the 200th anniversary of Goethe's birth. In magnificent settings the players retold the legend of Faust, the scholar who signs over his soul to the Devil in return for knowledge of life. Its most vivid scene (*opposite*) shows Faust being seduced by a siren in many draperies. His pure-hearted sweetheart, Margarete, watches by a tree trunk while Mephistopheles, the Devil (*left*), amid his smoky denizens, chortles in glee.



FAUST IS DRAGGED AWAY to Hell by the Devil after he has ruined his sweetheart, Margarete. But there is a promise that her love may redeem him.

← **HELL BREAKS LOOSE** IN THE WITCHES' ORGY SCENE FROM "FAUST"

CONTINUED ON NEXT PAGE

PUT *Decoralite* ABOVE YOUR BED
...you'll wonder how you ever got along without it.

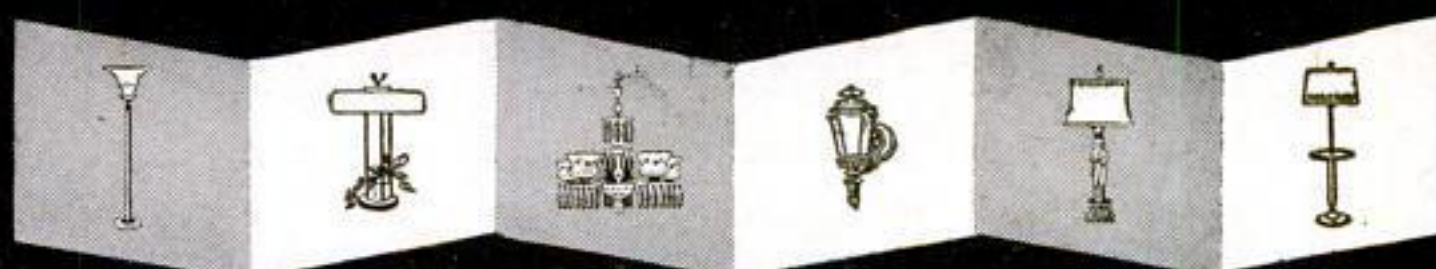


Nothing like it ever before—an efficient reading light that is also a beautiful painting on glass. As you'd expect, Lightolier conceived it. Just hang Decoralite like a picture; plug it in like a lamp. Then click the handy 3-way bedside switch (that lights top, bottom or both of the concealed bulbs), and enjoy the most comfortable, sight-saving reading-in-bed light you've ever known. In colors and designs to suit every room and every decorative period. See them at better stores. From \$19.95 (slightly higher west of the Rockies).



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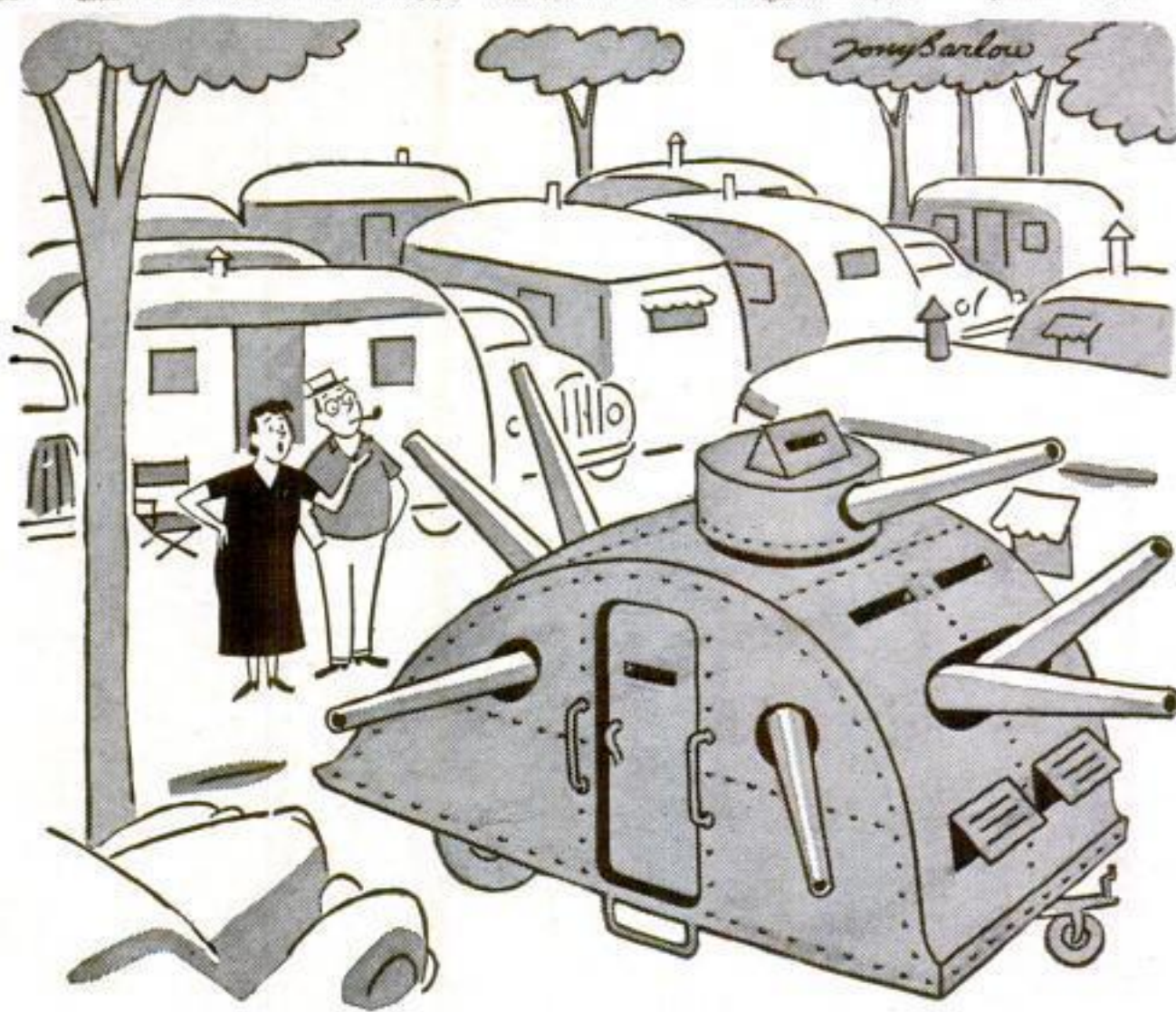
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You don't need an armored car, when you travel, if you carry American Express Travelers Cheques. They're the safe and sensible way to protect your travel and pocket cash. For if they're stolen or lost you get a prompt refund. And to spend these cheques *anywhere* the only identification you need is your signature, because they're the most widely accepted cheques in all the world.

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On your drugstore counter
almost instant relief—
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3 ROLL PACKAGE 25¢
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Tums present
"THE ALAN YOUNG SHOW"
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TUMS
FOR FUSSY STOMACH
DUE TO ACID INDIGESTION
EAT LIKE CANDY
TUMS
STOMACH DISTRESS
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To feel better, try one
or two Tums after breakfast.

for the tummy

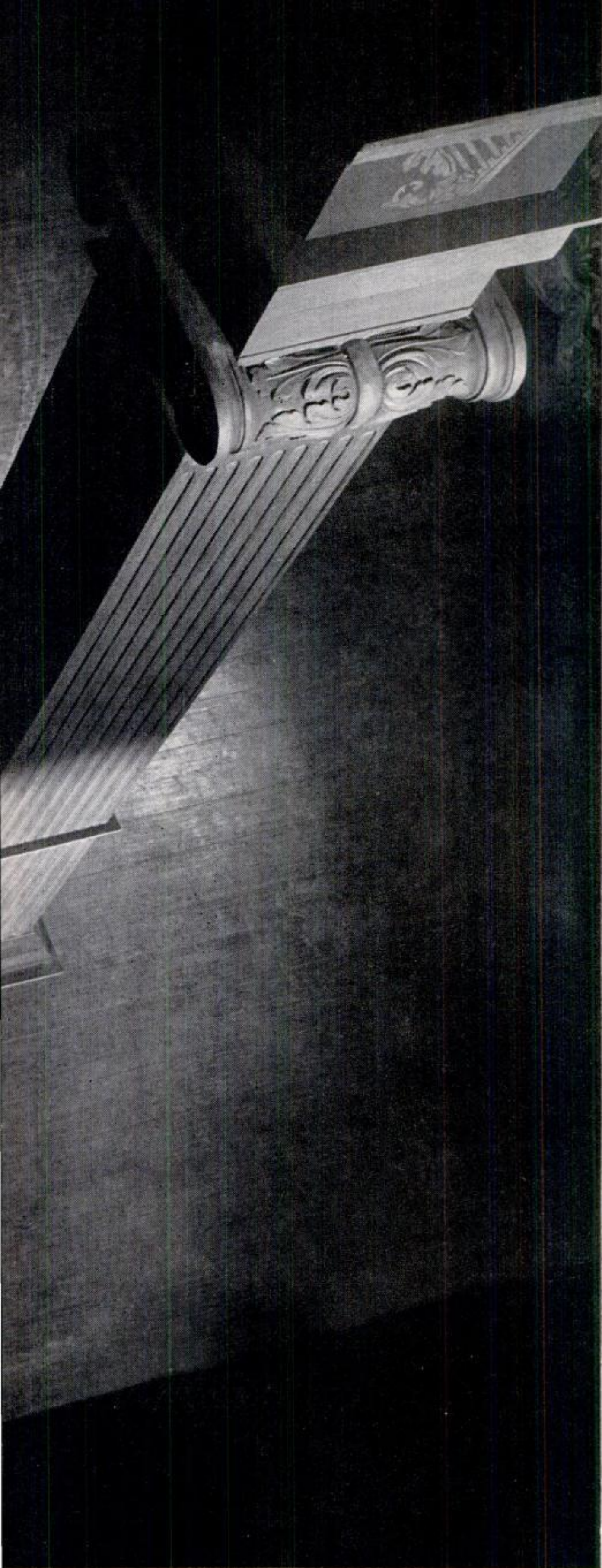
When you buy Tums, get the 12-roll \$1 box. You save 20c and you *always* have Tums handy!



PLOTTING AGAINST CAESAR, BRUTUS AND CASSIUS LOOKED LIKE THIS

AMHERST DOES "JULIUS CAESAR"

A theater without an audience and actors is as forlorn as a nursery without children. For 17 years such a theater was displayed in the Folger Library in Washington, D.C.—a beautiful little Elizabethan playhouse built to show what a theater in Shakespeare's England around 1600 really looked like (p. 134). But no play was ever presented there until this spring when down from Amherst, Mass. trooped 50 members of the Amherst College Masquers to do a gusty rendition of Shake-



FROM THE SECOND BALCONY OF THE FOLGER SHAKESPEARE PLAYHOUSE

IN A SHAKESPEAREAN THEATER

spare's *Julius Caesar*. The Masquers were allowed to perform there because the library's donor, the late Henry Clay Folger, was himself an Amherst graduate (1879). At six jam-packed performances the little playhouse came to life with the smell of grease paint, blaring trumpets, and booming invocations to "Friends, Romans, countrymen." With virtually no painted flats or drops, theater lovers saw how effective a play could be with only Shakespeare's poetry to paint the scenery.

CONTINUED ON NEXT PAGE

I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



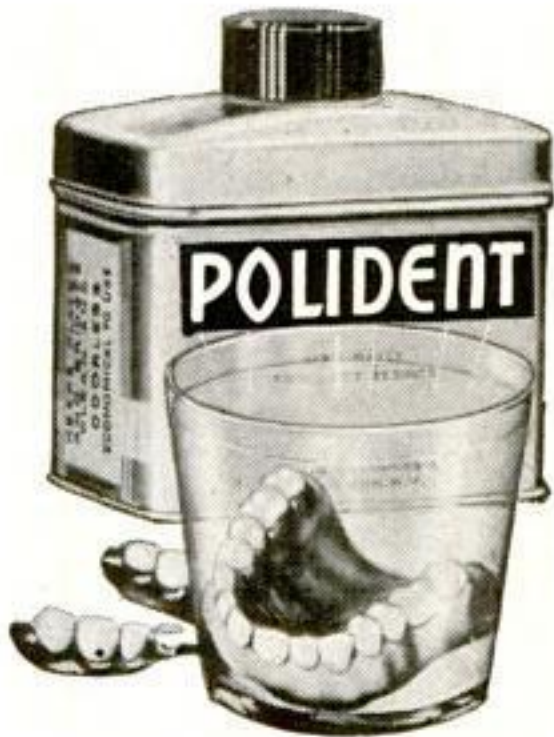
*"I know that dental plates that feel hot and sticky are a warning sign . . . so I soak my plate in Polident to avoid Denture Breath."

Mrs. C. W. A., Dayton, Ohio

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?

BEFORE

Sorry, I can only eat soft foods.

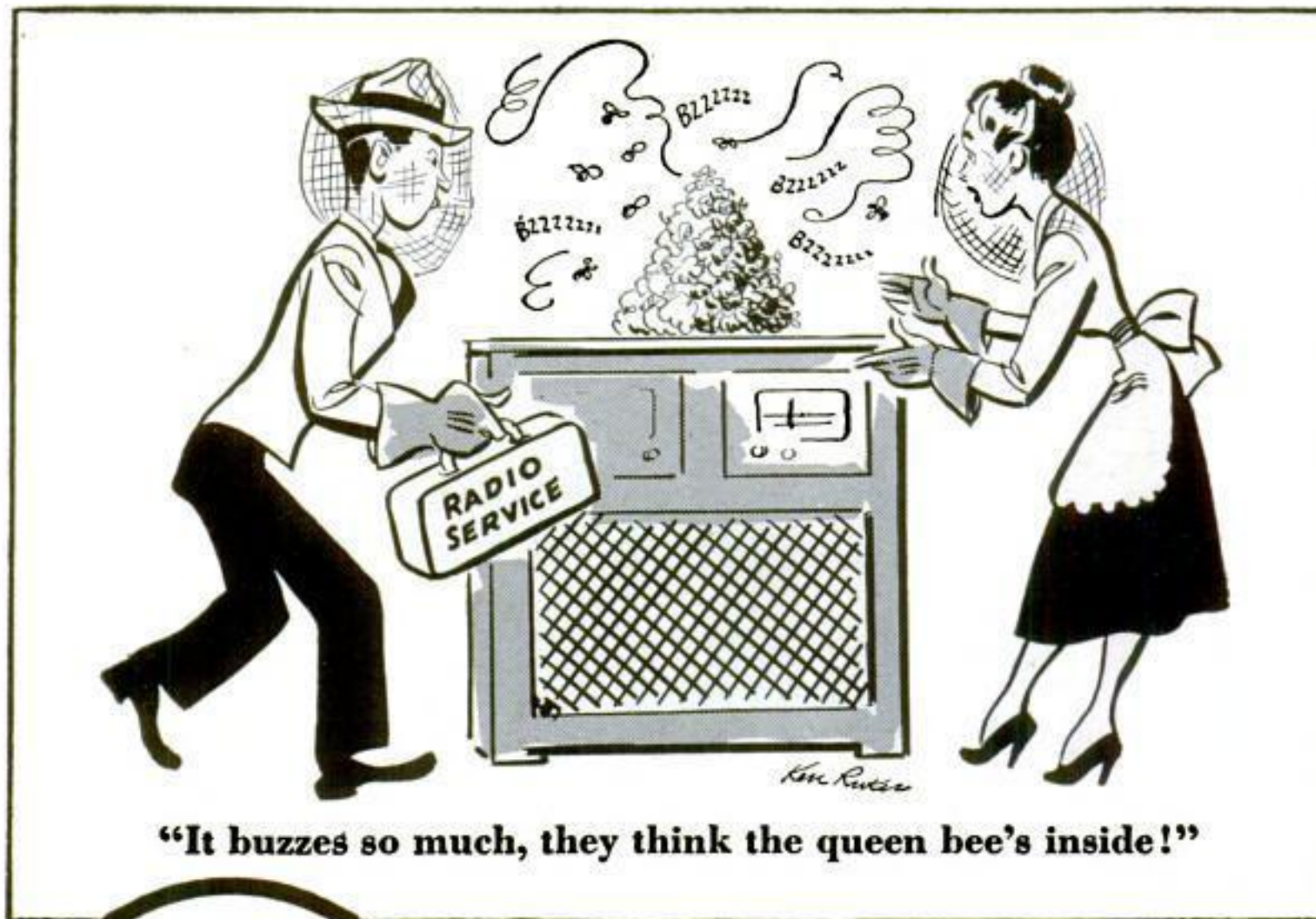
AFTER

Bring on that steak. I eat anything now!

Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT



SIGN OF
DEPENDABLE
RADIO SERVICE

Does your radio behave like a beehive? Does it drone and moan instead of sing and swing? Then it's high time to call the serviceman who displays the Sylvania sign. With his accurate Sylvania testing equipment he'll find what's wrong with your set. With dependable Sylvania tubes he'll assure you the clear-toned reception you want. You'll get a top-quality job at a fair price when you stop at the sign of Sylvania service... the best radio service in town!

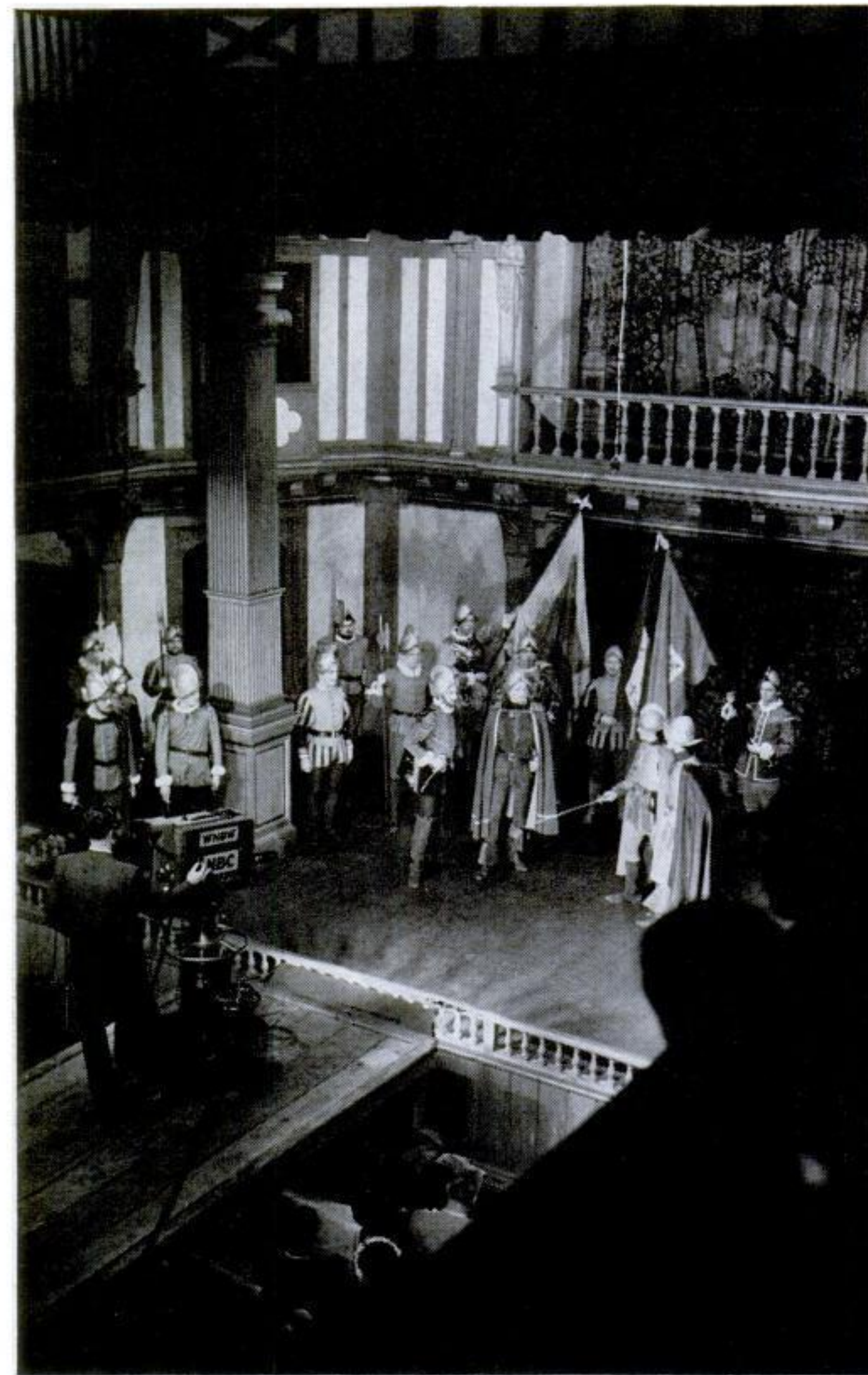
SYLVANIA RADIO TUBES
PRODUCT OF SYLVANIA ELECTRIC PRODUCTS INC.



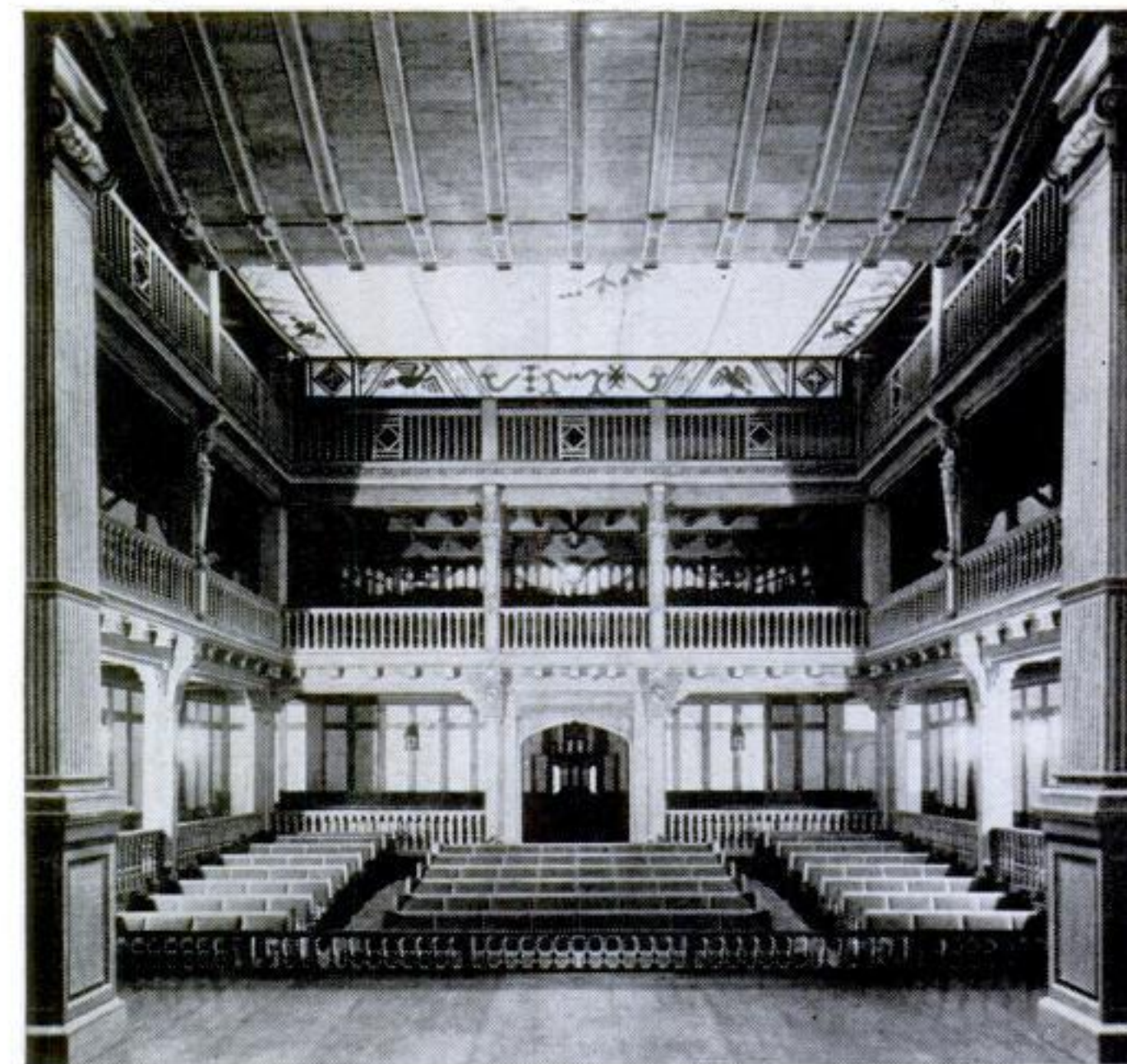
Make friends with **Guild**
Wine

You'll be lionized as the perfect host when you make friends with Guild California Sherry. A delicious cocktail wine, its mellow nut-like flavor is welcome any time.

Over twenty distinctive Guild Wines are made and, for your protection, bottled in California by Wine Growers Guild, Lodi... a group of 600 grower-vintner specialists.



FOR TELEVISION a showing of *Caesar* was given with camera operating on runway above audience. Program, which combined old and newest forms of show business, was sponsored by Socony-Vacuum Oil Company, Inc. (p. 137) in memory of theater donor Henry Folger, who was once Socony's president.



SHAKESPEAREAN THEATER at the Folger Library, here seen from the sceneryless stage looking toward the audience, is a composite of such oldtime playhouses as the Globe and the Fortune in Shakespeare's London. Such early theaters evolved from the courtyards of English inns where strolling players used to perform at one end, while noble spectators came out of their rooms and assembled on the surrounding balconies, and hostlers and stableboys stood in courtyard below. In Shakespeare's day cheapest admission was for the ground floor (the pit). There was no place to sit and no roof against a sudden shower.



TIME FOR A CHANGE. The postwar seller's market in men's clothes has come to an end.

It wasn't healthy because too many men had to be satisfied with something they didn't really want.

That's all over now. You can get new style and bright new fabrics in clothes that fit you properly, that will wear a long time and always look right. You owe it to yourself to

get the best. You will find it in Hart Schaffner & Marx clothes.



HART SCHAFFNER & MARX

REG. U. S. PAT. OFF.



STANDARD, in satin chromium finish, \$6.00. Other finishes from \$6.50 to \$7.50.



WHIRLWIND, in chromium plate with enamel, \$9.00. Other finishes from \$7.50 to \$9.00.



MASTERCASE, in chromium plate with enamel, \$12.50. Other finishes from \$10.00 to \$12.50.



NEWPORT, in luxurious silver plate, \$9.00 (plus tax).



GEORGIAN, in heavy silver plate, \$12.50 (plus tax).

Be sure it's really a Ronson, not just an imitation.



CROWN Table Lighter, in heavy silver plate, \$11.00 (plus tax).



ADONIS, (illustrated) in 14K Gold, \$200.00 (plus tax). In sterling silver, \$25.00 (plus tax). In other metals, starting at \$10.00.



RONSON PENCILITER, (illustrated) in 1/20 14K Gold Filled, \$15.00 (plus tax). Also plated with Rhodium, a precious metal of the Platinum group, \$10 (no Fed. tax).

RONSON
WORLD'S GREATEST LIGHTER

makes light of your gift problems!

*Weddings
for Bride and Groom!
for Attendants ✓
Anniversaries ✓
Graduations ✓
Father's Day ✓
June 14th
Mother's Day ✓
May 8th*



All models shown in reduced size.

See these and other handsome Ronsons at your favorite dealer.

FOR POCKET OR HANDBAG

• FOR EVERY TABLE AND DESK

• FOR EVERY SMOKER WHO *writes*

RONSON
means WORLD'S GREATEST LIGHTER

Ronsons are indeed *present-day* gifts—practical, beautiful! From the trim pocket models to the gleaming, silver-plated table lighters and the sleek, new Penciliter (which lights *and* writes) . . . each is precision-made for a lifetime of use—perfect to give or receive.



PRESS IT'S LIT! . . . RELEASE, IT'S OUT!
Safely out the instant you lift your finger!

NEWARK, N. J.
TORONTO, ONT.
LONDON, ENG.

FUN . . . EXCITEMENT . . . Tune in on Ronson's "20 Questions" Saturday nights (Pacific Coast, Sunday nights), Mutual Network.
HEAR RONSON'S "JOHNNY DESMOND SHOW" with the songs you love, every Sunday night, Mutual Network.
RONSON now on TELEVISION in many principal cities.



THE ENTIRE 10-MAN BOARD OF DIRECTORS of the billion-dollar Socony-Vacuum Oil Company, Inc. sits for a formal portrait in the company's impressive board room under a youthful mustached portrait of Standard Oil Company founder John D. Rockefeller. Left to right are Charles L. Harding (Middle East opera-

tions), George V. Holton (chairman), B. Brewster Jennings (president), C. Francis Beatty (industrial relations), Albert L. Nickerson (domestic marketing), John C. Case (producing), Walter L. Faust (foreign marketing), John F. Seal (finance), Wilbur F. Burt (supply and distribution), Clark S. Teitsworth (manufacturing and research).

Life Goes to a Directors' Meeting

Board members of Socony-Vacuum Company run billion-dollar business at their weekly Tuesday sessions

As they do every Tuesday morning, the gentlemen shown above, the members of the board of directors of the Socony-Vacuum Oil Co., filed quietly into their big board room at 26 Broadway, New York City, and lowered themselves into their regular chairs. Turning toward one corner of the room, they sat formally while this portrait was taken. Then, swiveling back to a 15-foot-long oak table, neatly spaced with pencils, pads and glasses of water, they got down, as the pictures on the following pages show, to the business of running the country's third biggest oil company.

Socony-Vacuum's board room—richly carpeted, glowing discreetly in the light of chandeliers, presided over by a founder's portrait—is the apotheosis of all board rooms and its directors exemplify the kind of men who run American industry. They are a shrewd, quietly efficient body of specialists who have enough judgment to evaluate the whole picture of their company's op-

erations. As individuals they are a far cry from the morning-coated, moth-eaten, table-banging old parties of cartooning fancy. Socony's youngest board member, Albert Nickerson, is only 38 and looks like Randolph Scott. Its oldest is Board Chairman George Holton, 59, who could pass for a board chairman anywhere. Almost all of the directors started in the oil business at the bottom, not as hornyhanded sons of toil but as college graduates willing to learn the business as filling-station attendants, mechanics, clerks. As yet there are no outside directors on the board. Every member has a full-time job with Socony-Vacuum at salaries ranging from \$110,000 for President Jennings to \$47,000 for newest board member Charles Harding. They work at their jobs an average of 12 hours a day. This leaves some time for extracurricular pursuits but not much. "I think," says Board Chairman Holton ruefully, "directors in the old days must have played a lot better game of golf than we do."



GEORGE V. HOLTON, Socony-Vacuum's 59-year-old board chairman, began his career as a \$5-a-week law clerk

("and I wasn't worth that"). He now receives \$97,000 a year and stockholders think he is worth every cent of it.

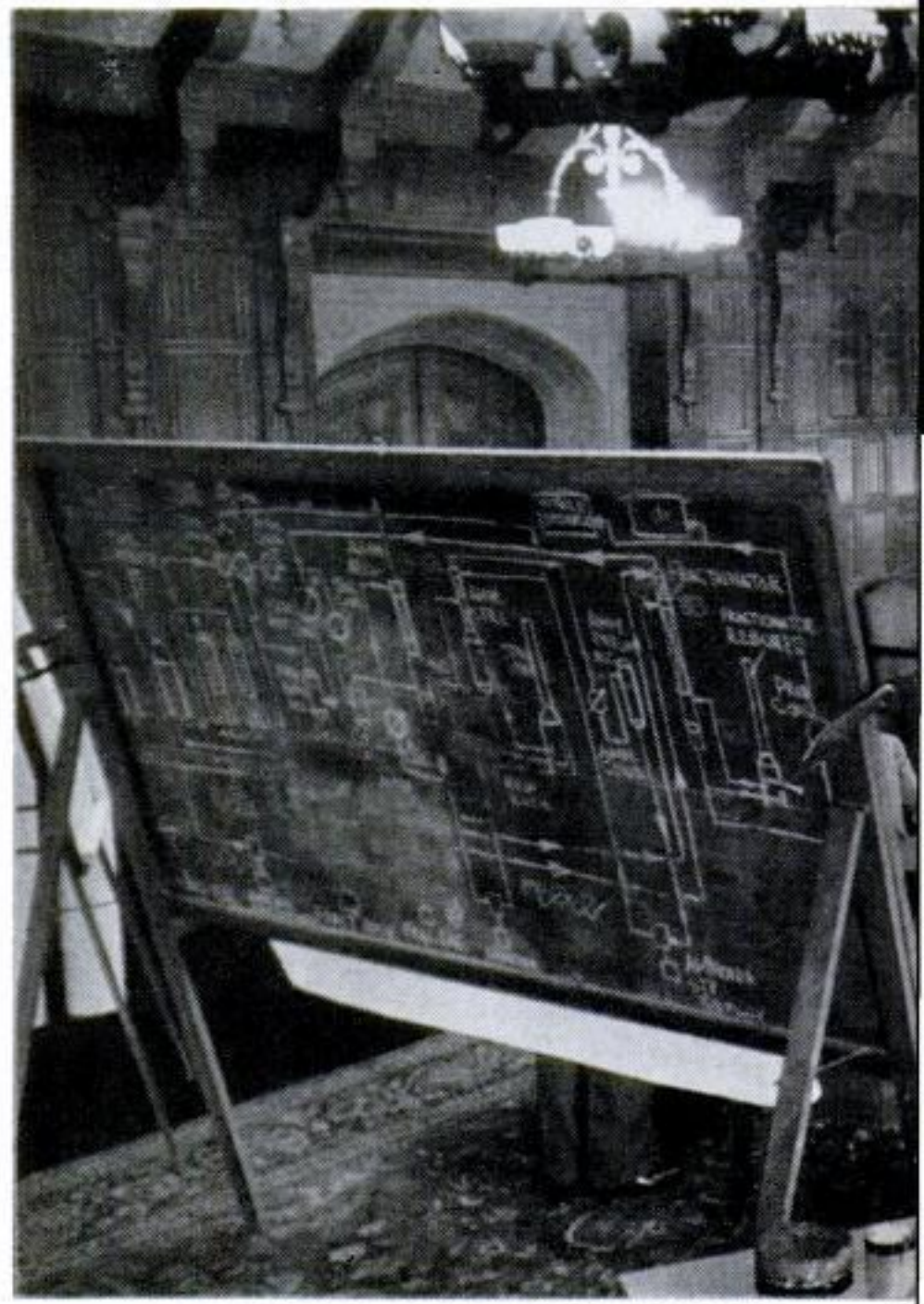


JOHN C. CASE, 57, started in 1912 as accountant with Vacuum Oil which merged with Socony in 1931. A mountain climber, he has been a Socony director since 1943.

MEMBERS THINK HARD,

Precisely at 11, Chairman Holton crooked a finger and the meeting began. During its amiable two-hour course ("We can't afford 'difficult' people in this group," says Holton), board members approved a \$22 million employee-benefit program, talked about employees' ideas (a clerk recently got \$1,100 for an idea which cut import duties) and discussed production problems illustrated on a blackboard (*below*). From time to time department heads were called on to explain their projects. Intermittently Director Seal would ask briskly, "How much will it cost?" Near the meeting's end, the whole board joined him in an audible sigh of relief when told that the manufacture of new company-developed detergents for oil could be started without much outlay.

Mostly what the members did was to sit quietly,



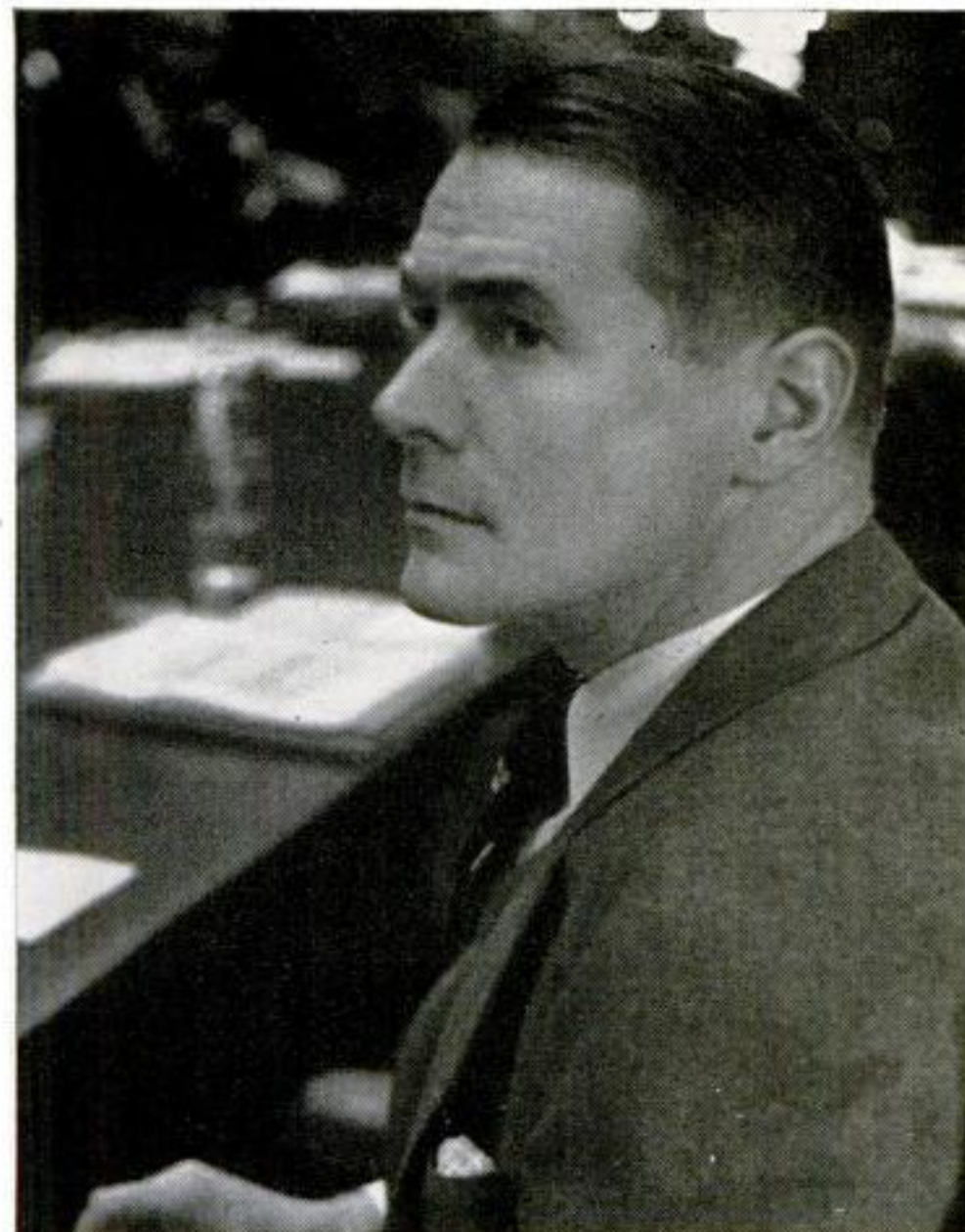
DIRECTORS LEND AN ATTENTIVE EAR as an oil expert (whose feet show under blackboard) tells how pro-



JOHN F. SEAL, 54, a financial wizard and board's wit, is known to his colleagues as "the dignified deacon." He has been in oil business 25 years, 18 of them with Socony.



WILBUR F. BURT, 59, a refinery expert, is considered board's most unruffled member. He turned down baseball career 37 years ago to join old Standard Oil of New York.



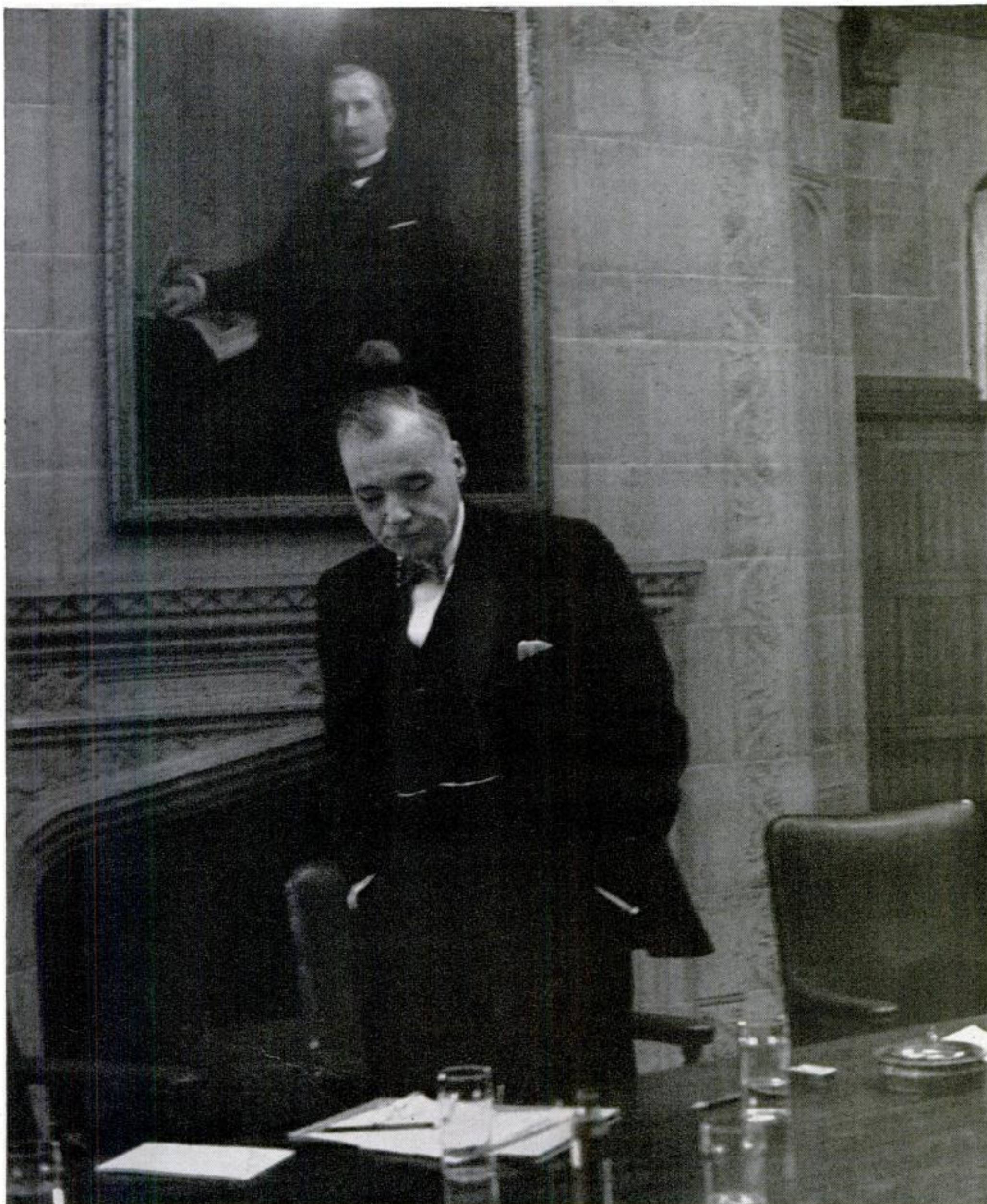
ALBERT L. NICKERSON, 38, graduated from Harvard during depression in 1933, got a filling station job with Socony, worked up to a directorship in only 13 years.

WORK WITHOUT FUSS

talk without heat and think hard. They listened attentively even when seeming to gaze off into space ("Nobody looks at the portrait of John D. Rockefeller any more," says Chairman Holton. "There's a better view through the windows"). There were some questions but little dissent. Even youthful director Albert Nickerson was not concerned about seniority. A boy wonder of the oil business, he has had no trouble learning the art of being a director. "There may have been a time," he says, "when directors practiced up on the method of shooting a cuff correctly or of examining an exhibit with the right degree of intelligent appraisal. But that kind of thing went out 15 or 20 years ago. We get pretty informal. In times of real stress I've even seen President Jennings hoist his feet on the board's table."



duction can be increased. Seated in background are more specialists waiting to present their problems to the board.



B. BREWSTER JENNINGS, 51, president of the company since 1944, began his career in 1920 as a clerk for

Standard Oil of New York. At one time he had charge of the company's vast marine transportation operations.

MRS. UPPERCRUST
Delicious, my dear!
You've discovered my
pet spread for
cold cuts!

MRS. NEWLY-WED
I'm so glad!
It's Tom's
favorite, too!



EXCITING MUSTARD DISCOVERY~
Best Foods Mustard with Horseradish

If you like fine mustard, this is for you!
A tangy, tasty mustard—plus a
tantalizing dash of horseradish—blended
with all the skill and finesse you'd expect of
Best Foods! Whenever the recipe calls for
mustard, you'll do *better* with Best Foods
Mustard-with-Horseradish. Get a jar—today!

MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE



POSITIVE PROOF OF BETTER LUBRICATION AND
THAT THERE IS A MARKED DIFFERENCE IN MOTOR OILS:

On cars picked at random that had been using 26
other quality oils...by changing to Macmillan Oil the
horsepower was increased on an average of over 8%.

THIS MEANS AN 8% SAVING ON GASOLINE
OR OVER 2¢ PER GALLON*
OR \$2 ON AN AVERAGE OIL DRAIN PERIOD

**We guarantee to increase the
horsepower in your motor by
changing to Macmillan Oil!...
See our money-back guaran-
tee at your Macmillan Dealers.**

If you doubt these statements, have your Macmillan
Dealer arrange through his distributor for you to
witness an impartial test proving these facts in your
own car.

*FIGURING GASOLINE AT 25¢ PER GALLON

Make your next drain Macmillan. In the meantime
if you need a quart, request Macmillan at the sign
of the big red "M".

©MACMILLAN PETROLEUM CORPORATION



DIRECTORS INSPECT automotive gears held by Research Expert G. H. Snyder. Exhibit shows what happens to inadequately lubricated machinery.



WHEN MEETING ENDS at 1 p.m. Directors Teitsworth (left), Burt and Walter L. Faust relax but start a new discussion about company operations in



ON BIG CHART Fred Bartlett, expert on company's immense oil holdings, shows directors company's progress in West Texas oil-well drilling operations.



Italy while Attendant Ted Hernandez cleans up a mess of cigarets. Such post-meeting discussions often go on through lunch in the executives' dining room.

Mansfield

Zephyrs



Foot refreshment
every step of the way.
Leathers punched with
design . . . to let your feet
breathe. Two-toned for styling
that counts everywhere!
Mansfields start at \$8.95

Mansfield

WHITMAN, MASSACHUSETTS

BESTFORM

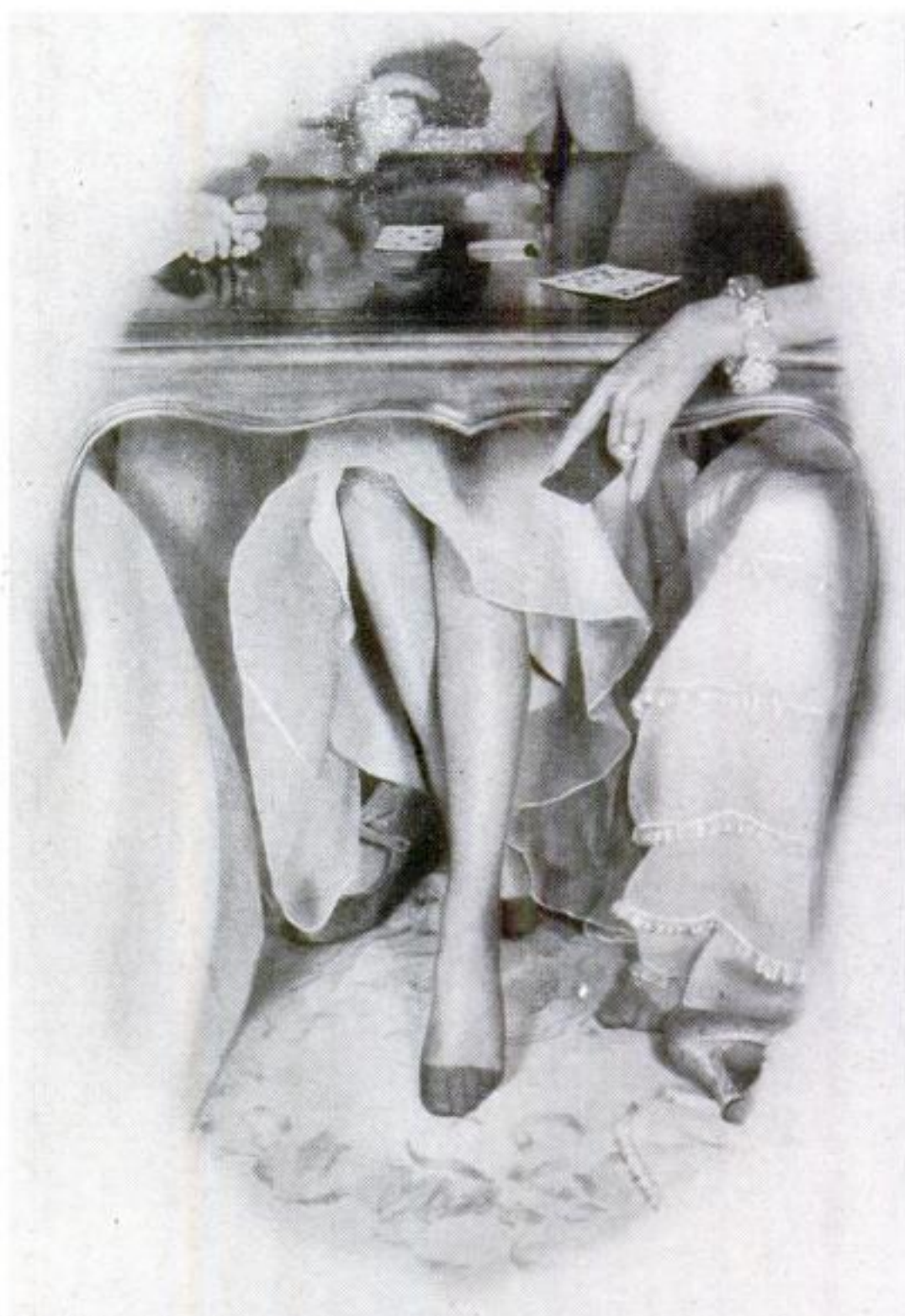
*no finer fit
at any price*



to give you new bosom allure...

Bestform's cleverly contrived satin bra with nylon net insert. Satin elastic band insures the perfect line of separation.

A cup 32-36. • B cup 32-38. • Style 6092.
In nude, white, blue black. \$1.50



*PARTNERS IN BEAUTY... sheer nylon and Mojud's perfect fit...
partners, indeed, for your hosiery happiness... in Fashion Harmony Colors.*

STOCKINGS by **MOJUD**[®]

Of course, smart women prefer Mojud Lingerie, too!

MOJUD STOCKINGS ARE MADE OF DUPONT NYLON

MISCELLANY



AT WEDDING RECEPTION THE NEWLY MARRIED TWINS DANCE A BRIDE'S

TWINS MARRY TWINS

Identical Christodoros wed identical St. Martins



TWIN BRIDES AND GROOMS kneel at altar in Holy Cross Cathedral as Rev. Michael F. Costello conducts ceremony. Marie and Edwin are at right.



WALTZ. AT LEFT: EDWIN AND MARIE; RIGHT: WILFRED AND MARJORIE

As identical twins, Marie and Marjorie Christodoro of Boston were inseparable. For years they dreaded the time one of them might marry. They never thought their dilemma might be solved by another pair of identical twins until, at a dance last year, they met the St. Martin boys, Edwin and Wilfred. At their double wedding on Easter a few people could tell Marie from Marjorie, who is four pounds heavier. But as for the grooms, only their mother and their brides could tell them apart.



WEDDING CAKE weighed 200 pounds, was decorated with sugar scrolls, hearts and horseshoes. It was made by bride's father who is a baker in Boston.

CONTINUED ON NEXT PAGE

Expecting Guests?

Let
Hugh
Blaine
— your
barman
in a
bottle
make the
drinks!

Choice of
8 cocktails:

MANHATTAN
65 proof

DRY MARTINI
65 proof

GIBSON
(very dry
Martini)
75 proof

SIDE CAR
60 proof

DAIQUIRI
60 proof

OLD
FASHIONED
70 proof

WHISKEY
SOUR
60 proof

STINGER
65 proof



*Better Cocktails
with less work!*



Don't do it the hard way! *Do it the Heublein way!* Serve professional cocktails—made of the finest liquors by *cocktail specialists*. No fuss, no waste—just stir with ice and serve.

G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S[®] Club COCKTAILS



Honest quarts! Bigger by an extra drink than many so-called "big" bottles. Here's America's famous flavor-aged ginger ale . . . America's livelier, longer-lasting sparkling water.



in honest full quarts...



Get more of the finest... Get **Clicquot Club**
(pronounced KLEEK-O)



THE GROOMS kiss their mother goodby at end of reception. Both of them are clerks at an automobile accessories firm but work in different branch stores.



THE BRIDES (Marie right), seated at head of wedding table, kiss their 92-year-old grandfather. Both girls are office clerks, intend to continue working.



MARRIED TWINS smile happily through window of the car which is taking them from church to reception. They went to New York for their honeymoon.

TWIGS

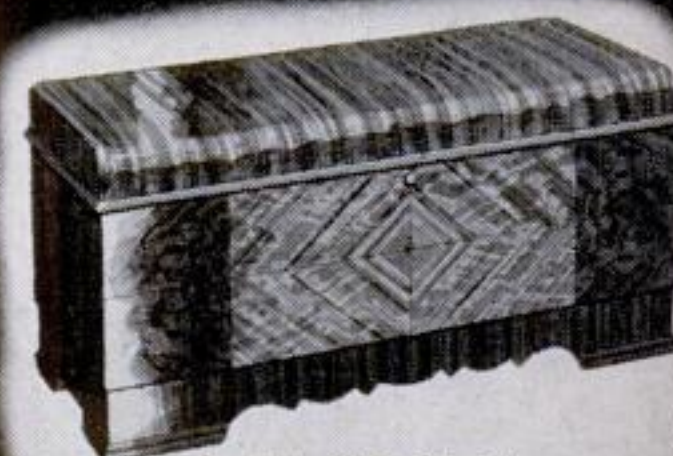
COLORFUL
SHIRTS AND SHORTS

A wonderful ensemble for camp or play. Cotton Knit Shirt of combed yarns in plain tones and vivid stripings. Twill Boxer Shorts with athletic support lining. Blue, Navy, Tan, Brown. Sizes 2 to 7.
About \$2.95 the set.

At Notable Stores.
If unobtainable, write direct.
Wm. Schwartz & Co., Inc.
1107 Broadway, New York



FOR
Graduation
give her
A LANE!



Chest No. 2300. Big 48" Waterfall Design in Walnut. Tray Included **\$49.95**

Highest Honors Go to LANE

The only pressure-tested Aroma-Tight Cedar Chest in the world. Beautiful... fragrant... practical! It's the gift that starts the home.

For daughter, sweetheart, mother, wife—
The gift she'll cherish all her life!

LANE

Cedar Hope Chest

Guaranteed moth protection

At all fine furniture
and department stores

THE LANE COMPANY, Inc., Altavista, Va

Write Attention Dept. L1 for information, if desired



... it's always

a pleasure

I.W. Harper



precious aged bottled in bond

I.W. HARPER

Kentucky Straight Bourbon

since 1872



The Gold Medal Whiskey

Distilled before the war and bottled in bond
under the supervision of the U.S. Government.

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF. I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY



Camels FOR MILDNESS!



Gene Bearden

Voted the "Rookie of the Year" in the American League with an earned run average of 2.43, Knuckleballer Gene was the pitching hero of the '48 World Series... stepping out on the mound to wrap up two big climax games for the Cleveland Indians.

Johnny Vander Meer

After many long seasons with the Cincinnati Reds, he has more strikeouts to his record than any pitcher on the Club. Johnny Vander Meer is the only man in the big leagues to pitch two "no-hit" games—in succession.



I'VE SMOKED
CAMELS FOR
10 YEARS, GENE!
THEY'RE **MILD**
AND THEY SURE
TASTE GREAT!

RIGHT, VAN! IT'S
CAMELS FOR
ME, TOO—EVER
SINCE I MADE
THE **30-DAY**
MILDNESS TEST!

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking **CAMELS**



● Have YOU made the popular Camel 30-Day Test?

The doctors' findings in the recent coast-to-coast test of Camel mildness speak for themselves. But why not make your own personal 30-day test of Camel Mildness? It's revealing, you'll enjoy every flavorsome puff of it!

Yes, smoke Camels and test them in your "T-Zone" (T for taste, T for throat). Let your own taste tell you about the rich, full flavor of Camel's choice tobaccos. Let your own throat report on Camel's cool, cool mildness.

Money-Back Guarantee!

Try Camels and test them as you smoke them. If, at any time, you are not convinced that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels and we will refund its full purchase price, plus postage.

(Signed) R. J. Reynolds Tobacco Company,
Winston-Salem, North Carolina.